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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXIV.

NEW YORK, JANUARY 26, 1911.

No. 4



The AMERICAN NEWSPAPER ANNUAL and DIRECTORY for 1911 is ready for delivery.

This work, which last year absorbed ROWELL'S NEWSPAPER DIRECTORY, is now the only one that gathers the statistics of the publications of this country from original sources and makes them available for all who buy or sell advertising space.

The new volume has been carefully revised and embodies more than fifteen thousand changes from the former edition. It describes 24,235 publications, and in addition to their circulation, age, size, price, etc., it gives valuable information concerning the 11,219 cities and towns in which they are published.

It contains 182 lists of publications devoted to special subjects, classes or trades. It has 61 specially prepared maps of our states and territorial possessions.

While it will not be found in the list of "best sellers," the best sellers of advertising space, and best buyers, also, go by its figures.

The price is \$5.00, carriage extra; postage, 60 cents. Orders should be addressed to Philadelphia.

Philadelphia

New York

Boston

Chicago

## The Retailer Testifies

"A well advertised brand of ready-to-wear garments, or for that matter," writes the Newton Wenz Co., of Beaver Dam, Wis., "any standard advertised article, is a cash asset for the retailer, and the best way to reach the farmer is through first class agricultural papers."

This is the feeling throughout the agricultural section. The retailers, even in towns of 25 to 30 thousand population, draw half their trade from the farmers.

And in many cases it's the *best* half. One retailer last year stocked some silk-lined suits for the banking and professional men of his town. *He sold all but one suit to farmers.*

The retailer knows, no one better, the power of the Standard farm papers to influence this trade. He recognizes the power of advertising and is ready to co-

operate with the manufacturer who backs his goods with this productive force.

And remember, "A stern chase is a long chase." The manufacturers who are first in this field will gain and hold the trade against ten times the effort on the part of the late comers to dislodge them.

Let us show you something of the proven results which have demonstrated that



### Standard Farm Papers

- are Hoard's Dairyman
- Wallaces' Farmer
- Farm The Kansas Farmer
- The Wisconsin Agriculturist
- Papers The Indiana Farmer
- Field & Farm, Denver
- The Farmer, St. Paul
- of Home and Farm, Louisville
- The Oklahoma Farm Journal
- Known The Ohio Farmer
- The Michigan Farmer
- Value The Breeder's Gazette

Wallace C. Richardson, Inc.,  
Eastern Representatives,  
41 Park Row,  
New York City.

Geo. W. Herbert  
Western Representative  
First National Bank Bldg.  
Chicago

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXIV. NEW YORK, JANUARY 26, 1911.

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## WHY 1911 SHOULD BE A GOOD YEAR FOR AD- VERTISING.

AGRICULTURAL CONDITIONS THE BASIS FOR NATIONAL PROSPERITY—THE TIME TO PUSH SALES IS WHEN THE PEOPLE HAVE MONEY TO BUY—ADVERTISING PRODUCES ITS BEST RESULTS WHEN BUSINESS IS NORMAL—SPURGE ADVERTISING LIKELY TO GIVE PLACE IN 1911 TO SANER AND STEADIER METHODS OF BUSINESS BUILDING.

*By F. W. Ayer.*

Of N. W. Ayer & Son.

In America, selling and advertising are so indissolubly associated that one cannot be either depressed or uplifted without like result to the other. The ability to sell is contingent on corresponding ability to buy. If purchasing ability is lacking throughout the country, selling ability and energy work under a great handicap. In other words, a basic condition of general prosperity is essential to either great selling or advertising success. Sacrifice sales and the advertising of them may be favored by "hard times," but they indicate the reverse of a prosperous condition.

The country prospers most and ability to buy is most general when the products of the soil are most abundant and meet a ready market at profitable prices.

When, therefore, I am asked my opinion of the prospects of the advertising business for any given year, I turn first to the agricultural returns of our great country for the information on which to base an intelligent opinion. If the farmers have had abundant harvests; if bumper crops brought fair prices and the farmers got the money, then sixteen and one-half million people of these United

States will be open-minded in recognition of their wants, as well as of their needs, because they will have the ability to gratify their inclinations. That means much purchasing power.

I turn also to the statistics that tell of the production of cotton and wool, and endeavor to learn how abundant have been the crop and the clip and how ready the sale of both. At least nine millions of our buying community will be governed in their ability and inclination to purchase by these returns.

Then I ask for a report of conditions among the agriculturists, whose energies are devoted to the supply of animal foods: beef, pork, mutton, eggs and the products of the dairy. Their abundance or scarcity, as well as their market prices, affect the purchasing power and responsiveness to advertising of about eleven and one-half millions of people.

We have here an aggregate of over 37,000,000 people, more than one-third of the population of the United States, whose ability to buy and consequent susceptibility to any selling appeal is directly traceable to the grown products of the approximately six million farms, from the cultivation of which their purchasing ability is derived.

Again, unless the farmers make their proper contribution to the prosperity of the country, the country as a whole cannot prosper. When farming stops, mills cease to grind; factories no longer weave their products of cotton and wool; agricultural implements are not in demand; transportation, whether by rail or water, is almost at a standstill; the products of the mines, both coal and iron, are in little demand, and labor lacks employment.

In the products of the farm,

therefore, lies the fundamental commercial strength of our nation, and we need not look further for the underlying basis of real advertising prosperity.

Turning to the statistics readily obtainable and quite reliable, we find that the selling value of such products was almost twice as great in 1900 as in 1890, and that it was again practically doubled in the next decade, so that in 1910 we had an income of about \$9,000,000,000 directly traceable to the agriculturists of the nation, over \$4,000,000,000 more than in 1890 and at least \$300,000,000 more than in 1909, despite prices from 5 per cent. to 10 per cent. lower than then prevailed in some lines.

This growth is actual and fundamental, and inasmuch as the proceeds of it went to those who produced it, I deem it an entirely safe foundation on which to predict advertising prosperity.

It will, I think, be generally admitted that the house of N. W. Ayer & Son is in a peculiarly favorable position to ascertain the real facts as to business conditions in industrial and merchandising lines. It is our privilege to serve more than a few advertisers, who are leaders in their respective lines, and our relations with them are peculiarly intimate and confidential, so that the heads of these great concerns are, as a rule, quite willing to express to us in confidence, their opinions regarding different phases of the business situation, knowing full well that we occupy a similar relation to a great many other like concerns and that we never abuse the confidence of a client. Availing ourselves of these relations, we some time since communicated with a number of leading houses in various lines, told them that we were making plans for the expenditure of several million dollars for clients in different businesses and that we would like to base our recommendations upon the best obtainable facts regarding business conditions and prospects. It was very gratifying to me that the general tone of the replies was optimistic.

In my observation, periods of

abnormally good business, popularly known as "boom times," are not the best for the advertising business. In such periods, the demand for staples of all kinds exceeds the manufacturing capacity, and quite naturally most manufacturers decline to still further stimulate demand through advertising. Such periods may be good for the advertising of novelties, specialties, and especially of luxuries, but only the advertising of staples can produce a great volume of advertising business.

Obviously, periods of financial depression, panics and the adjustments which follow them, are not good advertising times, for the reasons that advertising means the investment of liquid assets in a venture considered experimental and financial conditions then prevailing seldom permit such investments.

The best times for advertising are normal periods in business, when manufacturing capacity somewhat exceeds the ordinary demand. Then wide-awake manufacturers and distributors, because of a desire to increase their output, seek new trade through educational campaigns, and this means advertising.

The year just closed brought us the largest business in our forty-one years' experience, and we see no reason why the principles which received their greatest recognition in our forty-first year should not have increasing endorsement in the forty-second, and subsequent years.

There have been advertising comets in the sky the past year and they have had their whirl as did Halley's, but the heavens still remain as of old, and we doubt not that advertising will be sane and normal after the meteors have passed from sight.

There may not be as much spread and splurge advertising this year as in some that are past—it is perhaps just as well that there should not be—but unless I mistake, there will be an increasing volume of constructive, continuous business-building publicity—the kind that lasts.

We still believe that *keeping*



*everlastingly at it brings success.* This is our prescription to our clients and to ourselves as well.

Those do most for the healthful and lasting development of advertising who seek to ascertain the actual requirements for successful publicity, and then on a basis of honesty of purpose and dependability of method strive to give the advertiser what he needs, rather than to exploit some fly-by-night programme, which may dazzle with its brilliancy, but cannot, except by chance, prove permanently satisfactory.

Not only are advertising and selling closely allied, but advertising is in reality a part of the selling proposition, and it should no more be expected to perform its mission in a few months or years and then cease to be a factor, than should the other sections of a selling or distributing propaganda. Its worth to a business should be increasingly manifest as the years go by and the saner and less sensational have been the methods employed, the more substantial and enduring will be the results obtained, and the greater and more permanent will be the actual money value of the good-will, which invariably attaches to the successfully advertised staple.

We do not regard advertising as a matter of geography. Human nature in Portland, Ore., is not unlike human nature in Portland, Me. I am reliably informed that a Western magazine finds its largest news-stand sales in New York, Philadelphia, Baltimore and other Atlantic seaboard cities; and I am quite sure that there are publications originating in Philadelphia, which correctly sense the point of view of people living in Arizona and Oregon. It is quite amusing to me to hear a Southern concern say that it needs the service of a Southern agency or a New England house state that its advertising must needs be handled by a Yankee agency, especially when both houses are themselves desirous of selling in all sections.

The right agency service is neither eastern, western, northern nor southern. It is the organized effort of many men of many points

of view; men who have made careful study of business and of human nature; men who have come in touch with production and distribution in all parts of this big country; men whose experience and association have trained them to make the other fellow's problem their own and to think it out to a fitting finish; men who are backed by an organization which is equally as effective in execution as in conception, and which has always stood for square dealing with advertiser and publisher alike.

#### STANDARDIZING BILLBOARD ADVERTISING.

The billposters' national organization is hard at work inspecting, classifying and readjusting rates for billboards throughout the country.

For several months men scattered throughout the whole country, including Canada on the north to the Gulf on the south and from the Atlantic Ocean on the east to the Pacific on the west, have been examining plants as to their physical condition; how many lineal feet built in each town; whether or not blanking paper used between, and top and bottom of each stand; whether or not correspondence answered and whether the advertiser was treated fairly and all other information pertaining to good service.

Each of these reports was sworn to by the man making the inspection; was signed by the man controlling the town and the inspector in each and every instance. This information was then forwarded to headquarters in Chicago, where it was tabulated and compiled, and lastly gone over by a competent committee appointed by the president, pledged to classify each town according to his best knowledge, together with the report of the inspector, and when a town was classed as "A," in most cases it carried with it a slight increase in rate. Not so much, however, as the published rates would indicate, inasmuch as commencing January 1, 1911, a billposter's month means to the advertiser thirty days, while before January 1, 1911, a billposter's month consisted of four weeks, so that the advertiser who uses the boards continuously for a year's contract, pays for but twelve months, where before he paid for thirteen months.

If the classification of a town shows it in Class "B," in most cases the rates were reduced slightly, while Class "C" towns were reduced to the lowest possible rate, and sometimes resulted in the billposter losing his franchise in the association altogether.

It is aimed to make the use of billboards definitely responsible and checkable and standard.

## BUILDING A SALES ORGANIZATION.

WHAT HAPPENS WHEN THE REALIZATION COMES THAT ADVERTISING CAN WORK IN THE FAR-OFF PLACES AS WELL AS THOSE IN TRAVELED SECTIONS—WHAT SELLING MAPS CAN DISCLOSE—KEEPING UP THE STAFF AND KEEPING IT KEEN — INSPIRING RATHER THAN ORDERING—DEVELOPING PERSONALITY FOR THE HOUSE.

*By Robert A. Holmes,*  
Sales Manager, Crofut-Knapp Co.  
("Knapp-Felt Hats"), Norwalk,  
Conn.

There was a time, not so many years ago, either, when the house had but one salesman. He was salesman, sales force, sales manager and sales department. His territory extended from Duluth to New Orleans and from Portland, Maine, to Omaha. The great West was untouched because there were only twelve months in the year and, as it was, this salesman had to start so early in the year and got back so late that when he was starting out he almost met himself coming home. Things went pretty well because the factory production was comparatively small and the salesman's health was uniformly good.

It was not long, however, before the disquieting thought arose, "What if this man should be taken ill, or should meet with an accident—where would we be then?" And, another thing, the salesman was getting tired of traveling ten months in the year and wanted a little while to get acquainted with his family. The sales force was accordingly doubled and the territory divided. As the factory facilities increased a man was added from time to time and new territory opened up. Every time a new salesman was employed he was given for a field the big towns in his territory and the house found itself with a number of salesmen, each with a shoestring territory which zigzagged across the country, hitting only the high places and being hard put to keep out of each other's way.

This, I imagine, is the history

of many a progressive factory. It is rarely, indeed, that the sales organization springs full panoplied from the head of the factorial Jove, and it is fully as rarely that the far-seeing factory folks peer into the future early enough in their career to see the necessity for laying out their sales plans against the time when intensive salesmanship will be necessary. To the natural demand for a good article the tremendous impetus of advertising is applied and then, as never before, is felt the necessity for a sales organization. The sales force is there, but of organization there is none. This realization is liable to come suddenly some day after the advertising has fairly found itself, and inquiries, requests for samples and small orders come in from sections which are not covered by the salesmen. The conclusion is forced upon the mind with startling suddenness that the advertising has been working as effectively in far-off places as it has under your very eyes. Then comes the problem of building a sales organization.

### THE UNCOVERED TERRITORY.

A glance at the map reveals an appalling state of affairs. Different-colored lines tracing the routes of the various salesmen show gaps of unoccupied territory at frequent intervals. Nothing but a human bullfrog could cover that field without encroaching on the preserves of some other salesman, and an effort to rearrange the boundaries is met with weeping and wailing and gnashing of teeth. There are two ways of solving the problem. You can take the bull by the horns and arbitrarily arrange the territory geographically or you can do something else. That "something else" is the stickier. There are strong and prevailing arguments against a radical move. It means sending new men to call on old customers, men who are not familiar with the likes and dislikes, the whims and the pet aversions of the patrons, and it means a general revolution at a critical time, for where is the business which is not always fac-

ing a crisis of one kind or another? We'll put that off until the whirligig of time brings about a favorable moment.

#### BUILDING WITH YOUNG BLOOD.

Let us look, then, for something else to do. Maybe this will work, in fact, it has worked: Bright young men, ambitious to get ahead and willing to dig to win their spurs, are sent out with the older men to cover those gaps. They are really apprentices, the results of whose labors are to be credited to the men under whose direction they work. The interest of the older salesmen is gained by a guarantee that the possible loss will be borne by the house, while the possible profit from excess of commissions over expense will be credited to their account. The main thing is to get the territory covered completely and the faith that profit will eventually be realized is reasonable. A cabinet, in the shallow drawers of which are pasted maps of the various states, should stand in the office of the sales manager. A very simple arrangement of red tacks representing towns in which merchandise is sold and yellow tacks showing the desirable points where the house has no customer is likely to make a surprising picture. Advertising is working as hard in the yellow-tack towns as it is in the red-headed ones and ambition to change those colors is aroused. A careful list of towns of sufficient population to make them important which are disfigured with yellow tacks is prepared for each salesman, and he is called into the office and shown the number of points in his territory which are marred by the hateful color. This picture sticks in his mind, and every yellow tack replaced by a red one becomes an added cause for rejoicing.

A salesman should be sent away on his trip with every disagreement straightened out, every point at issue settled and with full confidence that the line of samples in his trunk is the best that ever left a factory. The sales manager should spend as much time as pos-

sible with the men at these critical moments. Then is when impressions are formed which last throughout the trip, when advice is most eagerly sought or most willingly received. Then, as always, it is well to remember that the cultivation of initiative, the encouragement of a disposition to do things in an original way is of great importance. Any man will carry out a plan of his own conception with more enthusiasm than he will follow the path marked out for him by another. Therefore, if orders or directions can be put in the form of suggestion so tactfully arranged that the authority is concealed and the desired action inspired rather than clearly mapped out, greater results will be achieved. The sales management that manages with the least show of authority is the most successful.

#### LEADING RATHER THAN SHOWING.

It is infinitely better that the salesman's judgment should be satisfied rather than forced into an acquiescent state by extravagant statements. "You can tell your customers," said an enthusiastic foreman, "that the goods will be twice as good as your samples." "Do you know what they would say to me?" replied the deep-voiced salesman; "they would tell me to wipe off my chin."

Loyalty is the cardinal virtue of a salesman and no sales department is properly organized which has not succeeded in inspiring its men with this attribute. The salesman who is the most valuable to himself and to the house is he who realizes that his own interests are best conserved by the constant keeping of the interests of the house in the forefront of his mind. An old-fashioned salesman told me that he had informed his employer that he was working for himself first, his customer next and the house last. I met him some years after, standing on the station platform of his home town with his hands in his empty pockets, idly watching the trains run in and out. He was still working for himself, but the rest of the combination had disappeared.

The foundation of effective sales organization must be the definite knowledge that it is human beings who are being dealt with. System is necessary, of course, but it must be elastic system. Rules and regulations there must be, but with resiliency enough to take up the jar of a very uneven road. Hard-and-fast rules were all right for the Medes and Persians, but in dealing with modern salesmen, except in fundamentals, they make for friction which wears out the machine. Men who have in them the essentials of salesmanship are generally as highstrung, as sensitive and as mercurial as any artist. They are of varied types and the treatment which is effective with one is likely to prove disastrous when applied to another.

#### THE ART OF HANDLING MEN.

Men, after all, are but grown-up boys, and successful methods for the management of men are but variations of the regulations which are effective with boys. Anybody will do a better job if he is interested in the work in hand, and every means employed which is calculated to arouse the imagination of a salesman is likely to be reflected in his work. The ideal toward which a sales manager should strive is the cultivation in the salesman's mind of a definite something, perhaps we might best call it a personality, which should exemplify the house, a personality which should go beyond the goods which are manufactured, beyond the physical features such as the factory buildings, the office or salesrooms—a personality which should include all these and which, saturated with the spirit of loyalty, should mold itself into a thing which would be ever present in the salesman's mind, the house, "my house," a definite, friendly personality which is to be upheld, fought for, honored and loved. When this is accomplished the sales manager has built up a sales organization and gained for the business an irresistible force against which no competition can make headway. It cannot be done by preaching; it must exist first in the very

blood of the sales manager to be believed in and lived himself—then it may be imparted to others.

#### ONE MISTAKE EXPORT ADVERTISERS MAKE.

COSMOPOLITAN MAGAZINE.  
NEW YORK, Jan. 4, 1911.

##### Editor of PRINTERS' INK:

From a letter received from Senor Tomas Shoobridge, Casilla de Correo, No. 76, Bahia Blanca, Republica Argentina, I beg leave to extract the following, which may be of interest to the readers of PRINTERS' INK:

"Many of your American manufacturers, as well as some English ones, instead of giving in their ads an approximate price for their goods, ask purchasers of, or persons interested in them, to send for booklets, etc. Now, for the States, or between the States and Europe, in which cases a few days are sufficient to send for and receive such information, it suits the purpose, but for us, and the English Colonies, or India, if we have to send first for the details required, and then, if suitable, for the goods, that means from three to five months' delay. This has happened to me not only to-day, as well as in former instances, but may occur again frequently. To give you an instance: to-day I found whilst looking over some magazines three things that I much needed, but in all (two from your country and one from England) the ads requested the reader to send for either a booklet or price list, and if I do so and I need the articles, it will be at least four months before I get them, whereas had the price more or less been stated, I could have sent sufficient funds to a friend or agent, and if approved of I should have received the article in at latest forty days from England, or from sixty to seventy from the States. Here alone, where we number some 60,000 people, of which a large number are English speaking, I frequently hear the remark "I should like to get that but it takes such a deuce of a time to get information first." Thus much business is lost, and much annoyance caused to would-be purchasers, to say nothing of the possibility of others who never see a periodical. In the instances I mention as for my own use, all the three articles are the only ones sold by the advertisers, and, therefore, the price could easily have been given, subject to such modifications as distance, etc., would call for."

E. WALLACE BRAINARD,  
Advertising Department.

On January 15th, for the second time within three weeks, the building of the Currier Publishing Company, Chicago, publishers of the *Woman's World*, was damaged by fire. The loss this time was \$100,000.

On Thursday, January 26th, Mr. Jackson, who has, for twenty years, been the official photographer of the United States Navy, gave an interesting stereopticon lecture before the Chicago Advertising Association on Uncle Sam's fighting fleets.

BOSTON, MASS. Jan. 19, 1911

Boston News Bureau,  
Advertising Agency Dept.  
Boston, Mass.

Gentlemen:-

You should use space in Printers' Ink.

Advertising Agents have told me you handle more than ninety per cent of the Financial Advertising in New England.

In the great financial institutions throughout this Country the man behind the gun reads Printers' Ink - and the man behind the man behind the gun reads it!

Will you make known to them your special facilities for handling this class of business?

Yours very truly,

THE JULIUS MATHEWS SPECIAL AGENCY

*W. E. Foster*  
Business Promotion Dept.

*Reproduce in P.I.  
Boston News Bureau  
H.B.*

P/L

## WHY ONLY FORTY PER CENT OF LETTERS ARE READ.

"SPUR-OF-THE-MOMENT" COPY, AND  
POOR SELLING ANALYSIS—THE IM-  
PORTANCE OF GOOD MECHANICAL  
REPRODUCTION — SLOVENLY FORM-  
LETTER FOLLOW-UPS.

By A. E. Hodge,

Advertising Manager, Beech-nut Pack-  
ing Company.

The form letter has been so much abused by advertisers that its efficiency as a business builder has been sadly impaired, and it has come to be regarded, especially by its recipients, as a useless addition to the waste basket.

It is safe to assume, as a general proposition, that not more than forty per cent of the form letters sent to prospective customers are read by their recipients. There are several reasons why this is true. The average form letter is not well written—it is uninteresting (except to the man who writes it) and I believe it is not well written because sufficient thought is not given to the subject.

A form letter, unless it is a distinct part of a well-planned selling campaign, is usually written on the spur of the moment, when the need for such a letter arises, and it goes to the duplicating machine without revision or without sufficient study of the subject in hand to produce a forceful, convincing letter.

Very few men have the faculty of writing a letter of that kind off-hand, and the man who claims the ability to teach others how to write that sort of letter makes an extravagant claim, and one which he is not apt to make good. It is a gift, coupled with hard study, which brings out such ability in men.

But even a well-planned, correctly phrased letter will fail in its mission if it is not well reproduced. Perhaps you think it is impossible to fool the average recipient of a form letter—that he knows at a glance that it is one of many duplicates.

I do not think that argument is sound, for I have seen many form letters that would pass for an original, but granted that the average one, on its face, is a duplicate, this fact will not discourage a recipient if the duplication of the letter is, in itself, a perfect piece of work.

You may think that it is impossible, on a large run of letters, to print them evenly and accurately, but I maintain that it is possible, and that it is being done constantly in the offices of the Beech-Nut Packing Company.

The latter points are merely matters of mechanical adjustment, and of clever operators, but both of these are within the reach of any advertiser, large or small.

The value of high-grade form letters to the small advertiser lies in the fact that it is very important to make every letter count—it must produce results, for his growth depends in large measure on it; but it is just as essential to the large concern to send out high-grade letters, perfect in their phrasing and typographical arrangement, for every piece of advertising matter, and especially every letter, reflects the character of the house and the quality of its products.

An illustration of this came to my notice recently. A lady wrote to a manufacturer, in response to his advertisement in a magazine of national circulation, for information regarding a new fabric which was being placed on the market. In reply, she received the usual form letter, referring her to a "local dealer" in a city 200 miles distant!

The form letter was so poorly printed, the filling-in of the name and address so badly matched with the body of the letter, that she exclaimed, "I guess the fabric can't be all they claim for it if that's a sample of the way they do things." I followed up this case, and found that a few days later the retail agents had sent her a follow-up form letter (evidently furnished by the manufacturer), very badly filled in, and unattractive in every way, which was reposing in the waste basket.

She hadn't read the follow-up letter, she said, "because she was disgusted with the first one."

This is not an unfair criticism, for the lady is only representative of the average reader. If this manufacturer, or his advertising manager, had taken special pains to answer every inquiry with a high-class form letter neatly and accurately filled in, stating that she would receive further information from his retail agents within a day or two, the latter would have received her attention, and an order blank, with an addressed envelope enclosed, would have brought an order, in all probability, to the retailer.

Form letters should be mailed, without exception, under a two-cent stamp, for this insures at least that the letter will be opened by the addressee. So to get full value from your form letters, you must write an interesting, convincing statement which will make your readers feel you really wish to serve their interests in the best possible way, and it must have the appearance of a genuine dictated letter.

The man who puts into his form letters that personal touch, indicating a desire to be of real service to the one he is addressing, cutting out all useless phrases and meaningless terms, is the one who is certain to secure satisfactory results. Then go a bit farther and be sure the mechanical work is properly done.

#### WINS "ONYX" ADVERTISING PRIZE.

Announcement has been made by Lord & Taylor, New York, that W. A. Martin, Jr., secretary in charge of the headquarters of the Association of National Advertising Managers, Fifth Avenue Building, New York, is the winner of first prize, \$100, in their recent "Onyx" hose contest.

The contest was to complete the sentence, "Onyx" stamped on a hose means (?)". Mr. Martin's winning resolution is: "Onyx" stamped on a hose means what every manufacturer would like to have his trade-mark mean."

Nine thousand replies were received by Lord & Taylor. Mr. Martin's successful solution was one of twenty-five he offered, many of which will be used in the future by the company.

#### SAPOLIO AND FIXED PRICES.

The battles on behalf of Sapolio in regard to fixed prices are well known. Its relations to the trade and the public plainly show the injustice caused by the cutting of such a proprietary article. Let a drygoods house announce that it will sell Sapolio at six cents, and that one advertisement, read by tens of thousands of women, will annoy and disturb thousands of honest retailers who are charging a small profit on what they sell. Nor is there any moral justification behind the quotations of the department stores, because they are admittedly using the well-known name of a manufactured article, and debasing its value, in order to use it as bait to draw purchasers for their other wares. They cut the price through no desire to sell the goods, because they have repeatedly declined to take the price quoted, or even more, for the entire supply in their possession, and they very frequently advertise a limit of one or two cakes to each person. They often announce the sale on one day, and decline to accept the quoted price on the other days of the week.

There will always be some selfish dealers who do not hesitate to demoralize the entire trade if they themselves reap the benefit.

Although many difficulties presented themselves, it is now very widely admitted by manufacturers and by most of the trade, that fixed prices are a benefit to all concerned, notwithstanding such plausible arguments as that it limits freedom; makes the dealer a machine; takes no account of capacity; that it is a boycott on the part of manufacturers to refuse to sell a dealer who breaks his prices; all these arguments are easily met. Every law limits freedom. Anarchy is no freedom. The dealer's courtesy, prudence and foresight should be his unmechanical attractions. His capacities are too varied to be obliterated by the simple factor of a fixed price on certain classes of goods; it does limit the capacity of the cutter. It is no boycott to do what you will with your own. The manufacturer has as much right to sell his own goods under limitations, as the land developer has to sell his lots under restrictions.—Artemas Ward, in *Fame*.

#### TREFZ TO MAGAZINE MEN.

The Magazine Representatives' Club, New York, held their January luncheon January 16th, and were addressed by Edward F. Trefz, special counsel for the billposters' national association. He argued for a greater solidarity of action among advertising men representing differing media, and delivered an able oratorical effort in behalf of working for advertising rather than for any special media. The luncheon was very well attended.

The Western Methodist Book Concern, Jennings & Graham, publishing agents, have appointed Walter C. Kimball, Inc., 1 Madison Avenue, New York City, as advertising managers for its official publications.



## AN ADVERTISING MAN- AGER'S PLAINT AGAINST TOO EAGER SOLIC- ITORS.

SOMETHING ABOUT PERIODICAL REPRESENTATIVES WHO DO NOT "PLAY FAIR"—ARE SPACE SELLERS DEFICIENT IN PRACTICAL KNOWLEDGE OF PSYCHOLOGY?—HOW ONE FRANK REQUEST WAS DISREGARDED.

*By the Advertising Manager of  
a Large Western Manufac-  
turing Company.*

Several times within recent months PRINTERS' INK has given voice to the wails of the much-abused advertising solicitors who crooned sadly and lamentably, that many advertising managers placed a false value on their (the advertising man's) time, and their knowledge of periodicals; that they over-estimated their importance and were suffering from a malignant case of exaggerated ego; that they were often narrow-gauged, impolite, uncivil, abrupt; in short, everything that placed them in the category with the undesirables—all because some advertising managers did not cross their legs, fold their arms across their chests, light the proffered cigar, sit back in their chairs and listen complacently to Mr. Solicitor, from fifteen minutes to a half-day.

Perhaps there is some justice in these complaints. In fact, the writer is charitable enough to admit that there is, for he has listened to the reports of many salesmen who told of experiences with certain buyers who were little short of cannibals. But to this condition there is another side which suggests that the space sellers themselves are very largely responsible, simply because they will not respect the other's position or because they are so infamously persistent.

The concern by which the writer is employed several years ago branched out into a new line quite foreign to the old one.

The new line presented new problems, and demanded a different method of distribution. It was so different that the experience gained from the old line would be of value only in a general but not a specific way. The manufacturers had not been in the new field long enough to know that they could "crawl" safely. Their sales were looming up quite encouragingly, but, in view of fierce competition, there was still some evidence and some indications that every advertiser or prospective advertiser wishes to see before he unlooses the purse strings and takes the plunge.

The writer was reasonably well pleased with the sign of the times, and peering into the future, saw where some general advertising *might* be done. A letter of inquiry was addressed to ten of the very best publications—publications that, in the main, were carrying our competitor's advertisements; publications that are recognized by those who have nothing more than a smattering knowledge of the magazine advertising field; publications that undoubtedly would be included in any list that might be made up for this new industry. The substance of this letter of inquiry was: "Our campaign is only in a state of embryo; it may never materialize (having in mind competitive conditions and manufacturing facilities), but if it does, your magazine will be a part of our list; you may quote us rates, give us complete circulation statement by states and by classes, if possible, and you may put us on your follow-up list, but owing to the uncertainty of the proposition, respect our wishes that we be not deluged with advertising solicitors until such time as we may feel the need for them."

This letter brought 100 per cent replies, and about 160 per cent nuisance intolerable, for, within a few days, there came ten letters with ten rate cards and nine circulation statements—which was all that was needed at this time, and certainly all that was wanted.

Notwithstanding the fact that



the original letter of inquiry urgently requested that we be not "deluged" with solicitors, it was less than two days after the original inquiry, that there were four benign, considerate, smiling, ambidextrous-hand-shaking solicitors who wanted to tell all about their magazines; in fact, they insisted upon it.

One of these persevering gentlemen responded to our letter and then proceeded to race his reply to its destination. The solicitor won by a nose for his letter was dropped on the writer's desk while he was being "enlightened."

Within four days, a total of six considerate missionaries had called. Three more "cavorted" into the writer's office in due course. The tenth said: "We will respect your wishes," and thus far he has. If he can hold out a little longer, out of appreciation, if for no other reason, his name will be first on the list. One of the ten wrote: "We realize you do not wish to be bothered by salesmen, but there is much to know about ———'s monthly, and have therefore despatched our Mr. ——— to call upon you at his earliest convenience."

What is the matter with these publishers? Do they refuse to recognize these as days of real enlightenment? PRINTERS' INK publishes accurate circulation and advertising statements. There are a great many other ways of gleanings facts that enable the average advertising manager at least to surmise what magazine he needs. Some advertising managers have been in charge of campaigns where these very journals were used and are thus able to suspect the classes of people reached, relative pulling strength, etc. It is quite probable that many advertising managers do not know *all* about all magazines, yet is it not reasonable to suppose that some of them know something? But listen. There is more to come.

The secretary and general manager of the company by which the writer is employed is one of

those too few general managers, who is broad-gauged enough to admit that the man who makes advertising his life work is just a wee bit better qualified to work out the details of an impending campaign. This secretary has implicit confidence in his advertising department and prefers to leave most matters to the discretion of that department. When the idea of writing for rates was referred to this secretary, he asked, "How will you stave off the solicitors? Remember, I don't want to see them." The writer replied that the letter asking for rates would be perfectly candid and explanatory; that it would state explicitly we wanted to be left alone for the present. The secretary was assured that such a letter would unmistakably have the proper effect. Now, then, three of these gentlemen who were so considerate marched directly from the writer's office to the office of the secretary and proceeded to "enlighten" that individual—for several hours.

But, hark ye. This isn't all. It happens that the sorry plaintiff is located in a small hamlet where the trains do not "pull" up to the "deepo" as frequently as they do in New York City's new Pennsylvania station. Consequently, these genial solicitors made themselves perfectly at home until train time—sometimes three or four hours.

There's still more to come. The original letter of inquiry to the publishers was evidently handed over to three different advertising agencies. Two of these agencies' representatives analyzed our needs from our letter asking rates and graced the office with a "carefully-thought-out" campaign material that would surely startle the advertising world.

The third agency called by long distance. They had heard that "you were about to launch a big advertising campaign."

The writer will take an oath that there is not one overdrawn fact in this article.

# FICTION VS. FEATURES

*Everybody's*  
Magazine

64 Pages Features  
80 " FICTION etc

MCCLURE'S  
MAGAZINE

55 Pages Features  
65 " FICTION etc

HAMPTONS  
MAGAZINE

86 Pages Features  
50 " FICTION etc

*Holiday*  
COSMOPOLITAN

69 Pages Features  
71 " FICTION etc

MUNSEY

66 Pages Features  
78 " FICTION etc

*The*  
American  
MAGAZINE

64 Pages Features  
72 " FICTION etc

THE CENTURY  
ILLUSTRATED  
MONTHLY  
MAGAZINE

pearsons  
Magazine

15  
CENTS

60 Pages Features

52 Pages Features

65 Pages Features

HARPER'S  
MAGAZINE

JANUARY

45 Pages Features

53% of these 10 January Magazines is devoted to FICTION and DRAMA

53% of these 10 January Magazines is devoted to FICTION and DRAMA

45 Pages Features

60 Pages Features

52 Pages Features

65 Pages Features

FEBRUARY 1911

MARY GARDEN-SALOME

PRICE 15 CENTS

THE  
RED BOOK  
MAGAZINE



IN THIS ISSUE

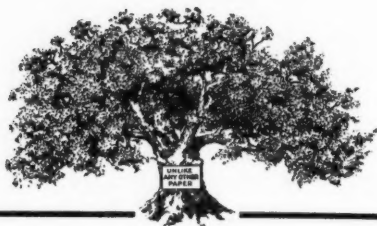
OLD CAPEIN WAITS' GAMMA

Published by THE RED BOOK COMPANY, 1110 Broadway, New York, N.Y.

# THE RED BOOK MAGAZINE

is entirely made up of  
what, in greater part, the  
above ten standards have  
found that the reading  
public demands

## Clear—Isn't It?



# FARM JOURNAL NOT LOCAL

Don't Get The Idea, because FARM JOURNAL is published in Philadelphia, that it is an eastern paper. We believe that it has more paid-in-advance subscribers west of the Mississippi River than any farm paper published in that territory, and more on the Pacific Slope than any farm paper *there*.

Here is where FARM JOURNAL goes by sections:—

## Circulation by Sections:

by count made June 30, 1910.

New England .....	74,439
Middle Atlantic .....	254,074
Central West .....	396,696
South .....	47,817
Far West .....	54,624
Canada .....	15,661
Foreign .....	2,192
Total .....	745,503

FARM JOURNAL covers the rich agricultural States like a blanket, supplementing the advertising you may be doing in more locally circulated farm papers. Take twenty weekly farm papers and FARM JOURNAL, and you have the ideal combination.

FARM JOURNAL lasts a month, and our readers consult it as a trade directory of rural wants. Once a week arrives the "State Farmer," with its gentle reminder—and the order comes. Try it.

If we have done an injustice to any of the many good farm papers published in the territories mentioned, we shall be glad to make correction.

Forms for March close February 5th, unless all space is taken earlier. Over 800,000 circulation, \$4.00 a line. FARM JOURNAL employs no solicitors. Send your order through any recognized agency, or direct.

**WILMER ATKINSON COMPANY**  
PUBLISHERS  
PHILADELPHIA



railway must not deal more generously with one city than another, or with one district than another. If it does it is justly subject to criticism. Its interest in each of the states it serves is equal and its energies must be fairly apportioned.

Upon the Northern Pacific Railway, the advertising effort is not confined wholly to the passenger and advertising departments, but includes other work as well, which is continuously and energetically prosecuted. The immigration department is concerned chiefly with attracting settlers and business men to Northern Pacific territory. It has a staff of fifteen men, permanently employed, who handle 50,000 different inquiries from interested persons each year. They distribute annually nearly 300,000 copies of 175 different kinds of literature. It maintains an exhibit car filled with the products of the different states in which the railway has lines, and has two other traveling exhibits, in addition to permanent agricultural displays in various cities.

In the advertising department are handled the details of compiling and publishing advertising booklets, leaflets and miscellaneous matter, of which very large quantities are used, of preparing time-tables and folders for the use of the public, and of creating, by means of extensive advertising in newspapers, farm journals, magazines and other publications, a demand for information concerning the regions which the railway traverses. Through practically all of the railway's display advertising, runs an undercurrent of development and immigration argument. The advertisement which tells of train service, tells as well of the opportunities for fruit growing, farming and other activities in that territory the trains reach. The advertising of cities and districts, directs the business man's attention to the opportunities Western cities afford.

During 1910 there have been issued from this department, twenty-three different publications to induce immigration, to the total number of 727,500 copies, all of

which were required to meet the demands of the public at large. During the year, display advertising was used in twelve of the leading newspapers of Europe with gratifying success, and though this means information of the opportunities and resources of the West was given to a large number of people in Europe. Sets of beautifully colored lantern slides have been extensively circulated in this country and Great Britain, giving many thousands an opportunity to see for themselves, the beauty and productiveness of various districts in these states. From the display advertising done during the year, the number of inquiries received has reached as high as 610 per day, and this does not include those received by the immigration department and referred to a moment ago.

But this is not all the railway does in helping to develop the territory it serves. During the past year, the Northern Pacific Railway Company has taken an active part in the Dry Farming Congress, the National Apple Show, the National Irrigation Congress, and in many other meetings held for the purpose of making the best use of the country. It, in common with other railway companies, believes that the spreading of information that will help to improve agricultural methods, is of benefit to the whole country, and incidentally to the railway.

The officers of the railway would like to take part in more of these meetings, but so much of their time is taken up before courts and railway commissions defending their properties, and explaining conditions, that opportunity to participate with you in such work is seriously curtailed.

For two months this year, this company operated a "better farming" special train through three of the Western states, the agricultural college of each state furnishing instructors and various appliances. Similar work has been done by other railway companies, and nearly all are endeavoring to help experimental farms, and to co-operate with the agricultural

colleges in improving the methods of farming, and in trying to make life on the farm more attractive. In North Dakota, several hundred school children recently completed a contest in the production of corn, potatoes and strawberries; the state furnished the seed and the plants, the winner received one week's instruction at the state agricultural college, and the Northern Pacific Railway Company gave to the winning children, transportation to and from school.

Advertising has passed the experimental stage, and has become a business requiring skill, imagination and discretion. There is a very great responsibility upon the man who uses up ink and paper for development advertising, and upon the writer who is furnishing information for the use of farmers and business men. A community that is over exploited, hurts itself, and the plain, simple truth intelligently told, without extravagant adjectives, is the best advertising, for the man who is attracted by it and proves to be better pleased than he thought, becomes a booster for the country.

One form of advertising which re-acts and has a very serious effect in the development of this great Pacific Northwest, is the advertising of the land boomer who is trying to get an excessive profit in handling real estate of one kind and another. The man who leaves his home in the middle west or the east and acquires a farm or property because he has been influenced by extravagant or even false statements, and pays an unfair price for the land, counteracts a great deal of the good advertising that is done by those who are sincerely trying to build up the state, and are working for its development.

For the farmer to succeed, he must not have too heavy interest and overhead charges, and speculation in land should be curtailed, so far as it is possible to do so, by an intelligent public opinion. It should be remembered that the new settler, who succeeds and is satisfied, is the very best immigration agent.

A MERCHANT'S WIFE in a letter addressed to the editor of *The Ladies' World*, says:

"I consider **Skinner's Satin** the best all-around lining for garments that is made.

"My husband has sold it for eighteen years, and he has told me that he has never had to give one yard in exchange for a damaged piece, nor has he had to send a garment back to the company to be relined, as they guarantee to do should the lining wear out before the guarantee expires.

"MRS. C——,  
"Boise, Idaho."

Responsiveness is greatest where there is intimacy between advertiser and reader. We are weekly receiving hundreds of letters attesting to the high esteem in which *Ladies' World* advertisers are held by *Ladies' World* readers.

THE  
**LADIES' WORLD**  
NEW YORK



## ORGANIZING A CITY FOR SOUND DEVELOPMENT.

INDIANAPOLIS ADOPTS WHAT IT BELIEVES ARE SCIENTIFIC METHODS—THE OPERATIONS OF THE TRADE ASSOCIATION—HOW SHIPPING DATA ARE SECURED—CLEARING THE GROUND FOR A NATIONAL CAMPAIGN.

*By Will J. Dobyns.*

Secretary Indianapolis Trade Association.

Indianapolis has hung out its shingle and announces to the world that it has gone into the business of city building upon a modern scientific basis.

The aim of the Indianapolis Trade Association, which is the focal body for this city building campaign, is to transact its work upon the same principles that any successful business concern does.

We have our president, vice-presidents and board of directors. We have adequate headquarters and a capable office force. The association's activities are carried on by committees, the aim of every one being to give results that will profit the members and the city.

For example, the freight service division has many angles to its duties. Among them is the compilation of shipping data which will save time and money for the factories. The shipping clerks from all concerns put their combined experience, brains and energy to work and astonishing results are being produced. The spirit of unselfishness characterizes all activities.

This unselfishness was never better demonstrated than upon some of our recent trade extension trips. We procured several private interurban cars (and everybody knows of the excellency of our interurban system), and with a brass band, invaded various parts of the state and made friends with merchants and the people in general.

Upon these trips some business men left their desks and helped swell the crowd, although they did not call upon a single customer of

their own. They did it because it helped a neighbor's game. We call it "game" because it takes team-work.

These trade trips, six in all, have proved wonderful result getters. The main trouble we had was to rid the retail merchants in the many towns we visited of the delusion that we were after their retail business. Such was not our plan. We went after and got wholesale and jobbing business, which neighboring cities in other states had been capturing.

In Terre Haute we struck another snag. The wholesale people there objected to our invasion. We "showed them," too, and assured them that we did not want the business they could supply, but we did want that which they were unable to meet and which other cities were getting. We have the entire interests of the entire state at heart. These trips, supplemented with Buyers' Week celebration in Indianapolis, have not only been successful advertising schemes, but have put lots of money in the individual concerns' treasuries.

We are now planning a crusade into the southland in a special train for eighteen days. We will have cars filled with industrial exhibits.

Other divisions of our association are working upon insurance, city beautiful problems and seeking more factories, etc.

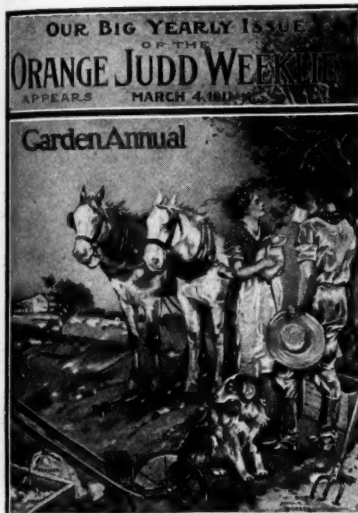
We hope within a few months to open up a national paid advertising campaign and to this end we invite suggestions from advertising men. Our publicity bureau is headed by former Mayor Charles A. Bookwalter, a man of national reputation. The work is under the direct supervision of our assistant secretary, Paul Peter Willis. We will not "four-flush" and do not want a sudden boom. We want a steady growth according to the supply and demand ratio obtained through strictly business methods.

Great Eastern Advertising Company, Boston, has been incorporated in Maine, with a capital of \$50,000 by Frederick M. Libby, Arthur J. Crosbie, Frederick M. Libby, Jr.



# The Garden Annual Issue

## Forms Close February 20



**T**HE 7th Garden Annual Issue of the *Orange Judd Weeklies* will appear March 4, 1911. It is the regular issue of that week, but greatly enlarged, with a wealth of appropriate text matter and illustrations, making it a veritable calendar of reference. It is read not only once, but all through the spring by the 425,000 live farmers—and their families—who make up the subscription list of those Leaders of the weekly Farm Press.

# The ORANGE JUDD WEEKLIES

Garden Annual issue is a splendid advertising medium for general as well as seasonable lines. It's a proved salesman. The best known advertisers—general as well as agricultural—have used it for years, and they have all increased their space for each successive issue. Get *your* order in early for the 1911 issue—your advertisement will be in good company

**425,000 CIRCULATION GUARANTEED**

## ORANGE JUDD COMPANY

Western Offices:  
1209 Peoples Gas Bldg., Chicago, Ill.  
335 Palace Bldg., Minneapolis

Headquarters:  
315 Fourth Ave.,  
New York

Eastern Office:  
1-57 W. Worthington Street  
Springfield, Mass.

## AN ADVERTISER'S PROPAGANDA AGAINST POSTAL TAX.

EFFORT TO SCATTER THE IDEA THAT  
INCREASED SECOND-CLASS RATES  
WILL RAISE ADVERTISING RATES—  
TRYING TO INTEREST DEALERS, TOO.

By H. C. Goodwin,

Advertising Manager, E. Kirstein Sons  
Company ("Shur-On" Eyeglasses),  
Rochester, N. Y.

If there is one thing this house is interested in it is to see that the Government does not increase the rates on second-class matter as applied to advertising sections of the magazines. We are interested because we think that such action would not only be unjust toward the magazines but also toward advertisers who are spending thousands of dollars annually to bring their goods to the attention of the public.

We feel that if the rates of postage are to be increased that it will make an increase in advertising rates. An increase in advertising rates would mean an increase in selling cost, and the consumer would be asked to pay more for advertised products. This would increase the cost of living, a thing which the present administration seems bent on doing.

As business men we also assume that the idea of a Director of Posts would tend to place the postal department on a more businesslike basis. In the main the individuals of our firm favor the party in power and any criticism we make is simply to show the party where, in our opinion, things might be improved.

The envelope ad shown herewith has been printed on the envelopes we use and sent out in the hope that it would bring influence to bear on the rank and file of the postal department. It

is our belief that it will cause the postmasters, assistants and others to investigate for themselves. It is our hope that other manufacturers of advertised goods will do likewise. We also think it is good advertising.

We know that the message on the envelope is the truth. The more we advertise the more first-class mail we send out as a result of business created.

It is also our belief that our dealers, upon receipt of the envelope, will take notice and after receiving several messages of this kind will become interested enough to write and ask us questions. When they do, we take time to send them a personally dictated letter telling why they should be opposed to such an increase in postal rates.

In short, we hope, if manufacturers generally will follow our lead, to arouse a sentiment outside of magazine and manufacturing circles that will make the administration feel it is wrong to take the action it now seems determined to take.

### POSTMASTERS, ASSISTANTS, MAIL CLERKS:

This first-class matter is being sent as the result of business created by advertising.

#### SHUR-ON EYEGLASSES AND SPECTACLES

Favor Shur-on and all advertised goods because advertising increases postal receipts, makes business, employment and money for you.

E. Kirstein Sons Co.  
Exclusive Manufacturers  
of Shur-on Goods  
ROCHESTER, N. Y.

THIS ARGUMENT IS  
PRINTED ON ALL  
ENVELOPES USED.

### POLITICIANS' ADVERTISE CLOTHING HOUSE.

A Canadian clothing house received unique and extensive notice during the recent election campaign in England, through the efforts of a Canadian member of parliament, who on every platform exhibited the clothes he wore as an illustration of how cloth manufactured in England could be made up in tariff-protected Canada and sold at a reasonable profit by a house which paid the highest salaries in all departments. The argument appears to have made some impression in England, and to have been reported in the newspapers there and in Canada. The Canadian clothier is the House of Hoberlin, Ltd., and it has shown its appreciation of the unusual publicity by reproducing the news notices and sending them by the thousands to all of their agents throughout Canada, who in turn mailed them to their customers, together with a letter stating that the very goods from which the suits had been made could be seen at their places of business. The amount of publicity this received was very satisfactory to the house's advertising manager, F. M. Humble.

## "As You Talk It, Advertising Has a New Meaning to Us!"

This was the expression of a prominent manufacturer of furniture after having an explanation of our methods and policies. A maker of household utensils, whose advertising we place, wrote us: "The writer has been engaged in contracting for advertising space through various agencies for the past fifteen years and can conscientiously say that he has never come in contact with an agency that so thoroughly and systematically handles business as yours." One nurseryman wrote us: "Our business has been more than doubled this year. We attribute this largely to the way you have handled our publicity." Another said: "We have had fully three times as many orders this season as last. I appreciate very much the important part you have fulfilled in getting us business, but I did not expect you were going to swamp us." When asked as to whether our service had been satisfactory, ten of the sixty-eight customers whom we served last year failed to reply, fifty-one answered with an unqualified affirmative and seven *only* had any kind of kick coming.

## "How Results Are Secured" —Our Methods Explained!

The current number of our house-organ, "Orders," answers the oft-repeated inquiry, "Just *what* can you do for us and *how* will you go about doing it?" Reply is made by relating a series of incidents, every one of which actually occurred in our relations with *some* customer. In the "typical case" of a "composite client" there is described, in easy conversational language, the various steps of "getting acquainted," "working out the details," and "hearing" the returns. As a *typical* case is considered, naturally the results were satisfactory. The booklet tells of some less typical experiences of ours, however, in which there were the other kind of results. Full color illustrations add to the beauty and value of the booklet.

Tell us your name and address—and what firm you are connected with—and we will send you "How Results Are Secured" and our other booklets, as described in last week's PRINTERS' INK.

### The McFarland Publicity Service

Complete Service PLUS Advertising Agency

Jefferson Thomas, Manager

HARRISBURG, PA.

## BUILDING UP FARM DEALER DISTRIBUTION FOR UNDERWEAR.

WRIGHT'S HEALTH UNDERWEAR MAKING A CAREFUL MERCHANDISING CAMPAIGN IN RURAL DISTRICTS—HOW JOBBERS WERE LINED UP—PRICE MAINTAINED BY CONTRACT—HOW REPUTATION COUNTS IN FARM DISTRICTS.

It has not been long since by far the greater number of advertisements appearing in the agricultural papers were those exploiting stock foods, roofing materials, paints and firearms. Until recent years, in fact, the larger part of the advertising matter set before the rural subscriber described and depicted only merchandise in general use on the farm.

But gradually the advertisers of textiles have been arriving at a better understanding of the needs and possibilities of the country consumer,—they have, in fact, been coming to visualize farm conditions clearly enough to see that whereas the city consumers have been bombarded from all sides with clothing advertisements of scores of makes the rural consumer has been neglected and restricted to the usually scant selections from the country store.

The matter of underwear is noticeably prominent in this respect and the subject being of especial interest to farm folk, there is now inaugurated a well-defined marketing campaign.

W. D. Wright, of Wright's Health Underwear Company, New York, has discovered during seventeen years' advertising of their product that the out-of-doors people, a class largely made up from the farmers and dwellers in rural districts, are the ones most interested in protection from coughs, colds and the dangers of weather exposure. Hence one-fourth of his advertising appropriation is devoted each year to the farm papers.

The mediums used are selected with special reference to local prestige, although some have na-

tional prominence in their own particular fields of farm journalism. The plan is to distribute the advertising effort geographically, with particular care, mediums being selected for their relation to the others used in the effort to cover well the desired districts.

Having placed copy in the agricultural papers to reach the user in rural sections, the problem of distribution immediately became interesting; how to handle the business after you get it.

**No** *Mighty Health Underwear* **Colds**

Keeping out the cold and keeping in the bodily heat is only the beginning of the good work of Wright's Health Underwear. It stands guard over the sensitive skin, preventing that sudden closing of the pores which causes colds, coughs and congestion in various parts of the body.

Wright's Health Underwear, made by a recent process of selected high grade wool, is the best on the market. Yet it is in reach of people of moderate means. Not a fad nor a gimmick. Just a sensible "loop-knit" woolen garment, lined with the fleece of comfort. Union suits and 2-piece garments. "Dressing for Health" booklet free.

WRIGHT'S HEALTH UNDERWEAR COMPANY  
75 Franklin St., New York.

STRAIGHT UNDERWEAR TALK TO FARM JOURNAL READERS.

From the very first the Wrights have sold through jobbers only and depended upon them to solve the question of distribution. Back in the early days of Wright advertising, before the jobber had contracted the habit of handling Wright goods, thousands of inquiries used to come in direct to the house.

Right here the company might have been forced into the mail order business to market its product, if a successful policy for handling

the jobbers had not been formulated: Having created substantial evidence of the business to be done in handling Wright goods, jobbers were gradually lined up in different parts of the country through the Wright salesmen, who were careful to select only such jobbers with reputations and unquestioned facilities for taking care of a growing business.

The growth of the business has been satisfactory and consistent each year with the amount of advertising effort expended; but these good results are due no less to a successful policy toward the jobber, since through him the distribution of their product comes.

The chief aid to the Wright jobber is the advertising already mentioned. Years ago, before it became a common practice, the company used to supply booklets and other matter describing Wright goods bearing the imprint of the dealer or storekeeper. Since the business has grown and that practice has become so com-

mon, it is not followed to any extent now, except in cases where it is specifically requested. The same is true with signs for display purposes. Where formerly they were included in each shipment, the practice has been discontinued chiefly because of the excessive duplication through shipments from jobbers, who also included them, and the consequent unnecessary waste.

Every jobber who handles Wright goods signs a contract which binds him to rigidly maintain prices. There is no recognition of exclusive territory and there is no limit to the number of dealers handling the product in a given section. Any attempt, therefore, to get a higher price than that generally asked is likely to fail from competitive causes. Any violation of the contract by cutting prices is punished by cancellation of the contract and a refusal to sell any more goods.

Possibly the real reason for the loyalty of the Wright jobbers is

# **The George L. Dyer Company**

## **42 Broadway New York**



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

due to the unchanged policy in all the years they have been in business of maintaining price, quality and service exactly as it always has been maintained.

It has cost the Wright Company something to carry out this policy, especially as in the past two and three years the cost of cotton and wool used in making their garments has risen appreciably. The difference in the cost of manufacturing now and three years ago is declared to have been absorbed by the Wright Company, and so far there has been no variation in price or sacrifice in quality to the trade.

The jobber, big or little, from J. V. Farwell & Co. or Marshall Field & Co. down, is inclined to weigh favorably a reputation for price maintenance, uniform quality and general reliability, coupled with a vigorous advertising policy, against any inclination to substitute a newer but less known line. So at least the experience of the Wright Company seems to prove.

At this time, three years ago, the business on hand was about "ordinary." This year the company is seven and eight weeks behind on its orders. The improvement is partly due, Mr. Wright thinks, to the use of better advertising copy, better judgment in selecting mediums, and last, but not least, the cumulative effect of a broad, general policy, which included rural districts in its distribution

#### BANISHING THE FEARS OF THE NON-ADVERTISER.

"What non-advertisers are afraid of," said Peter Wills before the Dallas, Tex., Advertising League, "is that specialists in advertising may not make a thorough examination before commencing work. Some non-advertisers have sufficient money, stock, organization, territory, to play the game strong and soon take their place among the establishments who have a firm hold on the public through advertising. Others are small, with limited means and territory, and must go along cautiously. Advertising counsellors are more important than advertising writers. A small business cannot see clearly when the time comes to strike his first lick with advertising and needs sound advice. There is a strong inclination among men to overtrain when they take up a new work. This is true with those in the "non" class.

#### T. P. A. DISCUSSES FORM LETTERS.

The Technical Publicity Association met at the Aldine Club January 12 and heard Tim Thrift, advertising manager of the American Multigraph Co., C. S. Weirs, chief correspondent of the Larkin Company, and M. K. Keese, of Providence, discuss direct mailed matter.

Mr. Thrift described in detail a two-manufacturers' campaign, in which a series of 8,000 form letters to railroads and machinery concerns created a business of \$500 a month for a new product at a cost of \$1,000, though the highest percentage of replies received was 2 per cent.

Mr. Thrift told of a recent experience with national advertisers. He sent a multigraphed postal to a score of advertisers in *System* and the *Saturday Evening Post*, and received from a third of them large and expensive catalogues; from one a big sheaf of blue prints, from another advertising matter that must have cost at least \$10, and from another dealer, hangers and booklets worth \$15, and the advertisers did not even take the trouble to find out whether the inquiry was from dealer or consumer.

On the question of the stamped return postal versus the unstamped, Mr. Thrift declares that the stamped card brings from 6 to 21 times as many replies.

Mr. Weirs' address was devoted to the composition of letters. The Larkin uses no salutation on any correspondence, and seeks to maintain a conversational tone by cutting out all such stereotyped phrases as "we beg to," "we acknowledge," "in reply to." It labels all paragraphs with a subject, to promote clearness and avoid repetition by the correspondent. It requires every correspondent to serve as an apprentice in each department before taking a desk, and every two weeks thereafter he is required to pass a written examination. Every correspondent must also use the Larkin products in his own home.

Mr. Keese discussed advertising novelties.

#### ONE TROUBLE WITH THE POST-OFFICE DEPARTMENT.

Editor of PRINTERS' INK:

How does this look to an advertising man (from the annual report of the Assistant Postmaster General):

Advertising (amount appropriated) .....	\$5,000.00
Audited expenditures.....	1,415.41

Balance unexpended...\$3,584.59

Perhaps if the suggestion of a recent writer in PRINTERS' INK to advertise postal service were followed, and a bigger advertising appropriation made, and expended, we should see the very last of the deficit. C. L. B.

The Garden Annual issue of the Orange Judd weeklies will appear March 4th.

"There is no paper better suited to the general farmer than The Breeder's Gazette."

CHAS. DOWNING, Secretary Indiana State Board of Agriculture.

"I know of no publication that goes farther in helping the farmer than The Breeder's Gazette."

JOHN M. TRUE, Sec'y Wisconsin Board of Agriculture.

"The Breeder's Gazette stands today at the head of our list in the way of getting inquiries, and the prospects for making sales are exceptionally good, as the inquiries we are receiving come from parties who are financially able to handle the Gas Traction Engine."—

GAS TRACTION CO., Minneapolis, Minn.

The Breeder's Gazette was established thirty years ago. It is subscribed for by the best class of farmers living in the corn growing states, and at a higher subscription rate than that maintained by any other weekly farm paper. No premiums of any description are offered to subscribers. No name is continued on its list beyond the period paid for in advance. Short-time subscriptions are not solicited, nor are subscriptions sold in bulk at a special price.

The outstanding quality of such a circulation should be obvious.

The Gazette has more than 80,000 bona-fide paid-in-advance subscribers. An average of 87,011 copies per week were printed and sold during 1910. Our subscription books are open to the inspection of interested parties at any time.

**Eighty thousand owners of well improved farms in the land of King Corn constitute a most extraordinary buying power. Where can you duplicate it?**

We shall deem it a privilege to supply testimony that these farmers and every member of their household look upon The Breeder's Gazette as the most interesting publication they receive. You can get closer to them through its columns than through any other channel.

The Breeder's Gazette has carried year after year more clean advertising at its published rate than any publication of its class. This growing volume of business has come not so much from the acquisition of new customers as from increased patronage from those who have previously used its columns.

In addition to this great line of high-class advertising, The Gazette presents its readers with more original matter and illustrations prepared expressly for its columns, and presented in better form, than any other farm paper that goes into the mails.

We shall deem it a privilege to demonstrate the foregoing at our own expense whenever it suits your convenience.

Kindly ask us for a specimen copy. The Gazette will speak for itself. Please address

## THE BREEDER'S GAZETTE

358 DEARBORN ST., CHICAGO, ILL., or



GEO. W. HERBERT,  
First National Bank Building,  
CHICAGO, ILL.

WALLACE C. RICHARDSON, Inc.,  
41 Park Row,  
NEW YORK, N. Y.

Member of Standard Farm Papers Association



## GETTING A SLOGAN BY CONTEST.

THE SANTO EPIGRAM CONTEST AND WHAT IT ACCOMPLISHED—FIRST PRIZE OF \$500 FOR THE PHRASE, "GET SANTO-FIED AND BE SATISFIED."

By Roy B. Simpson.

Manager Advertising and Sales, Keller Manufacturing Company, Phila.

We wanted a slogan of not over six words, so we advertised for it—and we got it. The contest started on October 22d and extended for five weeks. More than 200,000 people took part.

The Santo Epigram Contest was launched only after careful study of the results of similar contests held during the last ten years, and during the investigation it was found that contests from which the element of chance had been eliminated were the most successful and far-reaching in results. The Santo contest was not patterned after any similar scheme except to offer cash prizes.

The chance features were done away with and the scheme was fully sanctioned by the Post-Office Department at Washington.

Guesswork calls for only momentary thought. We wanted the competitors in our contest to exercise their gray matter to the utmost, so we went a little farther than the average prize contest in setting up the conditions.

Our advertisement called for an epigram of not more than six words, to be used as a permanent feature with Santo Vacuum Cleaner advertising. The details of this contest were announced in *Saturday Evening Post* and *Collier's Weekly*, of October 22d, 1910. We offered eighty-five prizes, ranging from \$500 down to \$5. The duration of the contest was five weeks. It closed December 1, 1910.

One of the conditions of the contest was that all epigrams be submitted on a special blank prepared by us for the use of contestants. This insured a large distribution of Santo booklets, every one of which was carefully read

before the contestant felt qualified to write an epigram that would accurately fit Santo Vacuum Cleaners. This special blank provided spaces for not more than six words, and blanks for the name, address and occupation of the contestant, and whether or not they had electric lights in their homes.

The number and amount of the prizes offered attracted people of all classes and conditions. More than 200,000 people requested booklets and epigram blanks, and these requests came from every section of the United States, from Canada, Mexico, Panama, Brazil, England, Portugal, Spain, China, France, Italy and South Africa. They came from such notables as the Earl of Norbury, Sussex, England, members of parliament, our own high statesmen and politicians, manufacturers, lawyers, teachers, bankers and their wives and daughters. They came from people in every walk of life; but it was amazing to note the small number received from children and the irresponsible class of adults.

The contest proved that people like to get something for nothing, and if that something happens to be a piece of money, they will sit up nights figuring out a way to get it. The Santo contest was talked about in the homes, in the streets, in the clubs, hotels and railroad trains. Santo epigram socials were held in churches, school-rooms, lodges and everywhere else where people gather for social communion.

### AWARDING THE PRIZES.

The original agreement was to award the prizes two weeks after the contest closed, but the results were so much greater than was anticipated that more than a month was required to pick the eighty-five best epigrams out of the total number received.

Every Santo agent and dealer throughout the United States was actively interested in this contest. The scheme was promoted in every city where the Santo is sold, therefore each agent contributed a large number of epi-



grams submitted by the people in his community. When the returns were all in, ten expert readers tackled the pile and eliminated all contributions that failed to comply with the conditions of the contest.

Originality was a condition, yet more than 5,000 epigrams consisted of Scriptural quotations and phrases that had been used to advertise other articles during the past ten years. There were more than a thousand of "Cleanliness is Godliness—Get Santo Cleaner," and variations.

Several thousand epigrams setting up the proposition in the superlative degree were discarded. Among these were numbered such phrases as "The Best by Every Test," "Buy the Best and Try the Rest," "The Cleaner that Cleans Cleanest," "The Only Cleaner that Cleans," etc. There were 1,500 of "The Cleaner that Cleans Cleanest."

Notwithstanding the fact that the conditions plainly stated that all epigrams should be submitted on the special Santo blank which provided spaces for only six words, several thousand were submitted on plain paper, and as many more were submitted on blanks containing three to five different epigrams. The work of elimination continued until finally about 1,000 were reserved for final consideration. For this important task a special committee was chosen, to relieve the home office of all responsibility. This special committee of judges consisted of the following.

Theodore B. Creamer, late of N. W. Ayer & Son. He is best known as "Prince Albert Creamer," having originated the very attractive copy used in the Prince Albert Smoking Tobacco campaign.

J. C. Chevalier, of the Geo. L. Mitchell Company, the agency handling Santo Vacuum Cleaner advertising. Mr. Chevalier has sold goods in every large city in the United States, and he is well qualified to pass upon the sales value of a catch-phrase.

The third place on the committee was given to the writer, who



"Gravity business" one man calls that part of his business which "naturally comes in, is indirectly developed, follows the current, etc., etc." He tells us that's where he finds his "real profit."

Careful analysis showed conclusively that the bulk of this "gravity business" came from the smaller cities, towns and villages within his reach.

It was easy to account for a great deal of it when its source was located. The effects of the same moves in the larger cities had been destroyed long ago by the constant and persistent campaigns of competitors.

#### THE UTICA



*reaches 140,000 homes in interior New York, New England and adjacent states.* The advertiser who uses its columns appeals to a class of trade not swayed by every clever slap and dash. If his goods are right and his talk proves it he never will hear the last of it.

Here's the medium and the field; have you the goods and the talk?

Let's compare notes.

THE JOHN BUDD COMPANY,  
Advertising Representatives  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

planned and inaugurated this special event in the Santo campaign.

It had been previously decided to consider each epigram on its merits, paying due attention to the advertising and psychological value, originality, flexibility and adaptability of each epigram to Santo Vacuum Cleaners. Messrs. Creamer and Chevalier selected the best out of a thousand or more for final consideration, and the majority vote of the committee prevailed. Two epigrams were selected for first place, and the choice was "Get Santo-fied and Be Satisfied."

The second prize epigram was "A Clean Sweep for Good Health," and the third prize was awarded to the phrase, "Man! Get Your Wife a Santo!"

The first prize epigram is distinctive and original. "Get Santo-fied" means to get your home or place of business cleaned with the Santo Vacuum Cleaner and enjoy the great reward—the satisfaction of having the home free from dust and dirt and the germs of disease tracked in from the streets.

The phrase "Get Santo-fied and Be Satisfied" cannot be used with any other vacuum cleaner. It will not apply to any other commodity. It arouses curiosity and sticks in the memory. Whenever people hear it or wherever they see it, they will be reminded that they must clean their homes with the Santo Vacuum Cleaner, if they would enjoy the benefits of perfect home sanitation.

The first prize epigram will be used as a connecting link between the illustration and the text matter in all the Santo advertising, and the manufacturers' right to use it will be fully protected.

The other eighty-four epigrams were selected according to their value—for mailing cards, posters, and as headlines for text matter.

After the special committee had discharged its duties, the eighty-five best epigrams were printed on a ballot and submitted to all the Santo agents throughout the United States for their vote as to which should receive first, second, third and fourth place, and so on, to the eighty-fifth prize. Nine-

ty-five per cent. of the Santo agents agreed with the decision of the special committee of judges.

#### THE RESULTS ACCOMPLISHED.

It cost the manufacturers of the Santo nearly \$10,000 to get an epigram good enough to be used permanently. This sum was expended in advertising, printed matter, electrotypes and in the payment of \$2,000 in prizes, but it was worth the price.

A seven-inch, double-column advertisement of the contest, which also set forth the merits of the Santo, was prepared for the use of Santo agents throughout the United States. Several hundred Santo agents, most of them in the larger cities, used these electros in their local publications, not once but several times. The total amount expended by Santo agents in this advertising campaign was, approximately, \$20,000. The electros cost less than \$500, therefore a total expenditure of not more than \$10,000 by the manufacturers produced about \$30,000 worth of high-grade publicity.

And besides the magazine and newspaper publicity, this campaign distributed more than 200,000 booklets, cost of which is included in the above figures. It is safe to say that 90 per cent of these books were carefully read.

Nearly 200 epigram socials were held in different parts of the United States. The average attendance was 150. The Santo agent exhibited his machine and gave a demonstration and a lecture during each entertainment, and in this way a vast amount of additional publicity was obtained.

Every epigram submitted contained the name and address of the contestant, his occupation, and whether or not he had electric lights. In this way, every Santo dealer was furnished with the names and addresses of a large number of prospective customers, every one of whom has become familiar with the Santo Vacuum Cleaner and its many uses.

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*Every Woman's Magazine* has moved from 36 West Twenty-fourth street to 149 West Thirty-sixth street, New York.

The editorial strength of a farm paper with its subscribers determines the purchasing power back of it for the advertiser.

# THE OHIO FARMER

is the

## Standard Farm Paper in Ohio

FOR over sixty years it has been the champion of the farmer's cause. It has stood for their best interests under all circumstances, and has always had their entire confidence. It has numbered among its contributors the leaders in every department of the farming industry. Its policy has been conservative, but it has always stood for progress.

Today its subscribers are even more loyal than ever—they know its past record is a guarantee that there will be no step backward in the future. Evidence of this is best shown in the large number of farmers who are renewing their subscriptions for a long term in advance.

**About sixty per cent of all the renewal subscriptions received during the past six months have been for from two to five years, or even longer.**

The following letters indicate the high regard our subscribers have for their favorite farm paper:

THE OHIO FARMER, Cleveland, O.

Dear Sirs: Enclosed please find check for \$7.00, for which please renew the subscription of James C. McIntosh, Station A. R. D. No. 2, East Liverpool, Ohio, for five years; also please extend my subscription for a period of twelve and one-half years from its present expiration, February, 1912.

Very truly yours,

T. A. MCINTOSH,  
847 Main St., Wellsville, O.

Dec. 5, 1910.

THE OHIO FARMER, Cleveland, O.

Dear Sirs: I wish to take advantage of your low rate and have my subscription extended to August, 1925. I have already paid for The Ohio Farmer to February, 1913. I enclose draft for \$5.00.

Truly yours,

F. C. NANNAMAKER,  
Route No. 2, Box 62, Warren, O.  
Nov. 1, 1910.

Every advertiser knows that the standing of a publication with its subscribers determines the value of that publication as an advertising medium. Old advertisers know that THE OHIO FARMER brings results. New advertisers should add it to their lists and share in the trade the farmers in Ohio offer after a season of good crops and high prices.

It is impossible to reach as many high-class farmers in Ohio through any other medium as you can by using THE OHIO FARMER with its 120,000 subscribers, about 90,000 of whom are in Ohio.

Let us send sample copy and rate card

**THE OHIO FARMER, Cleveland, Ohio**  
**THE LAWRENCE PUBLISHING CO.**

GEORGE W. HERBERT      WALLACE C. RICHARDSON, Inc.  
Western Representative      Eastern Representative  
600 First Nat'l Bank Bldg.      41 Park Row  
Chicago, Ill.      New York City

Member of the Standard Farm Papers Association



## WHY RICHMOND SALES COMPANY'S ADVERTISING DECISION IS WRONG.

AGENCY MAN ANALYZES THE POSSIBLE MARKET AND TAKES ISSUE WITH THE RICHMOND SALES MANAGER—POINTS OUT THE "MISTAKE" OF VACUUM CLEANER MANUFACTURERS—WHAT ARE THE LIMITS OF THE DEALERS' "EDUCATION?"

*By Arthur Liebes,*

Of the Homer W. Hedge Company, Inc.  
New York

I was very much interested in reading in PRINTERS' INK for January 12 Harry M. Graves' explanation as to why the McCrum-Howell people stopped boosting the Richmond Suction Sweeper, through the mediums of national publicity. I believe that the "nigger in the wood pile" is still lurking 'way down at the bottom of it, and that Mr. Graves' explanation does not fully explain.

There are 5,000 cities in the United States which have electric power plants. It is the boast of nationally circulated mediums that they reach anywhere from 10,000 to 16,000 post-offices. It is also a matter of statistical information that in the 5,000 cities that have electric power plants only twenty per cent. of the homes in these towns make use of electric current.

On a basis of \$3, \$4 or \$5 a line for advertising in nationally circulated mediums, reaching 16,000 post-offices, lop off the circulation that goes to 11,000 of them and then lop off eighty per cent. of the circulation in the 5,000 cities, and then assume, if you will, that in every one of the homes that is electrically equipped there is a reader of the publication in which the advertising appears, and you will have about come to the conclusion that the cost to reach a "prospect" is rather an exorbitant one to pay for advertising of an article that is a specialty, such as a vacuum cleaner is.

There isn't the slightest doubt in the world that the dealer, as he is at present equipped, is not an ideal man to sell vacuum cleaners,

but, on the other hand, he is the nearest substitute that is now available.

The mistake made by the vacuum cleaner people is, that instead of putting their industry through a "swaddling clothes" period, they made a full grown man of him over night. If, instead of spending a million dollars to educate the public, they should spend \$100,000 on the education of the dealers, the vacuum cleaner industry would be on a far more firm footing than it is to-day, and the manufacturers of these electrical devices would have trained men, capable of not only selling, but taking care of machines already sold. The newspaper is the medium for developing the vacuum cleaner proposition.

The same situation holds true of cast iron ranges. The Glenwood people and the Crawford people spent much money in publicity during this past fall and winter. Their distribution was so limited and their opportunities to sell so remote, that their campaign has been nothing but a costly experience not likely to be repeated. On the other hand, they have used New England newspapers with large space and have developed an enormous sale, and their dealer relations are so close that to take an account away from them is a much more difficult task than finding the proverbial hen's teeth.

On the other hand, if a man has a safety razor to exploit, or an article that doesn't have to meet conditions that an electrical device does, the magazine is the ideal place to get to the distribution.

Because it is assumed that the dealer is merely an automaton, manufacturers seem to think that all they need do is to slap an ad in a nationally circulated medium and all the public is going to rush pell-mell to buy the stuff advertised, and that the dealer's opinion doesn't count for a straw. On the contrary, the dealer is the boss, and any campaign of education directed to him will take root and will add to the profits of the manufacturer.

## **THE EVENING TELEGRAM**

Published more advertising during  
1910 than any of its afternoon  
contemporaries in New York City

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Published more advertising during  
1910 than any of its afternoon  
contemporaries in New York City

***There Are Many Reasons***

## New England for New Englanders

In a recent number of *Printers' Ink*, appears a fellow craftsman and suggests:

"New England Manufacturers, get in touch with some New England advertising agent of New England Quality."

Good and Amen, say we. Our valued contemporary has started a campaign that deserves the support of every good agency throughout New England. We cheerfully lend a hand.

The awakened desire among New England manufacturers for commercial dominance, and their determination to adopt more vigorous methods, are equalled by a like desire on the part of Boston advertising agents to assist them.

How assist? By relieving them of the technical details attached to advertising and by placing at their disposal the varied experience of years spent in this one department of business.

Often the most valuable service a lawyer gives his client is to advise him what *not* to do. Time and again our advertising "opinion" has saved an advertiser direct loss.

Prospective advertisers here in New England should give Boston agencies first consideration,—not as a matter of good fellowship but good business.

Nearness, the chance to rub elbows, the possibility of frequent conferences, secure better results at less expense to all concerned. So far as we are aware, that principle has never been successfully disputed. It is, in fact, indorsed by some of New England's largest advertisers, whom we can cite as clients.

On the understanding that we cannot handle two accounts directly competing, we are always glad to discuss any legitimate product, suggest how it can be advertised most profitably, and back up our "opinions" with substantial reasons why.

**We prefer, however, to handle the products of New England advertisers.**

In other words, we practise what we preach: "Give New England first consideration."

Both the agent and the advertiser benefit by making that policy mutual.

**The Slogan "New England Quality" rises in cash value in proportion to the publicity it gets.**

Let us show you how to make your publicity an asset instead of a liability.



**WOOD-PUTNAM & WOOD**

*ADVERTISING SERVICE  
of "NEW ENGLAND QUALITY"*

**161 DEVONSHIRE STREET  
BOSTON . . . MASS.**

## SOME NEWSPAPER RATE STATISTICS.

THE LOWEST AND HIGHEST RATES—  
HOW THEY AVERAGE—69 PER CENT  
NOW GIVE SWORN CIRCULATION  
STATEMENTS—AN INCREASE OF  
21 PER CENT OVER LAST YEAR.

Valuable statistics compiled by Thomas Rees, manager of the *Illinois State Register*, of Springfield, for the purpose of showing the minimum advertising rate per inch per 1,000 circulation for all regular daily newspapers published in the United States having a circulation of 15,000 or more, reveal many things of more than ordinary interest to advertisers and advertising agencies.

They show, for example, that the average minimum rate for all papers is .0239 cents, that the highest minimum is .0700 cents in a Boston paper of relatively low circulation, and that the lowest minimum is .0094 cents in two papers, one in New York City, of very large circulation, and one in Portland, Ore., of medium circulation. They show that the number of papers having large circulation is increasing and make this more credible by instancing the increase of papers of sworn circulation from 57 per cent of the whole number in 1907 to 69 per cent in 1911.

The figures in general give, so far as they go, an accurate basis of circulation cost. This is all that is claimed for them by Mr. Rees. Taken in connection with other data of a qualitative kind, they will be of no small advantage in distributing an advertising appropriation. For this, the advertising world is placed once more under obligation to Mr. Rees, who had previously, in 1907, published a similar circular.

Mr. Rees arrives at his present figures by taking the number of lines required in a contract to obtain the lowest rate, the gross rate per line for the whole circulation, the gross rate per inch for the whole circulation, and then the rate per inch for each 1,000 of the circulation. The figures are taken from the ratebook published by

the Nelson Chesman Advertising Agency. The papers are divided into three classes—those having a circulation of from 15,000 to 50,000; those of from 50,000 to 100,000; and those of over 100,000.

All classes of circulation provide 270 papers. Of these, there are 36 papers of 100,000 or more circulation; their average rate is .0202 cents. The 57 papers of from 50,000 to 100,000 circulation have an average rate of .0209 cents. The 177 papers of lower circulation have a rate of .0250 cents.

The rate for the 111 daily morning papers is .0253, which is higher than the rate for the 146 daily evening papers, .0229, and than the rate for 13 combined morning and evening papers, .0212.

Averaging up the figures by sections provides some interesting if not especially significant comparisons. The highest rate for any section is for the South, the second highest for Southern New England, the third for New York, New Jersey and Pennsylvania combined, the fourth for the three Pacific Coast states, and the fifth for a group of four Middle states, Ohio, Indiana, Illinois and Missouri. Figures are not given for all of the states and comparisons consequently cannot be made.

Among the states, Louisiana stands highest with a rate of .0351, Massachusetts second, with .0300; Colorado third with .0298, and New York fourth with .0288. The lowest is Pennsylvania, whose rate is .0165.

City newspaper circulation figures carry more suggestion. The highest minimum rate per inch per 1,000 secured by any paper in the country is .1063 cents, in the *New York Evening Post*. The next highest is the *Boston Transcript's* rate, .0700. Then come the *New York Herald*, .0630; *Brooklyn Times*, .0537; *Brooklyn Eagle*, .0448; *Chicago Post*, .0438, and *San Francisco News*, .0430. The highest rate in Philadelphia is .0311 in the *Press*, and in St. Louis, .0217 in the *Republic*.

The lowest rate in the country is .0094, the record being shared by the *New York Journal* and



Portland, Ore., *Journal*. The former has a claimed circulation of 800,000 and the latter a sworn circulation of 37,161. The *Kansas City Star and Times* stands third lowest with a rate of .0112 and the *Boston Post* next with .0116.

The general rule of high circulation and low rate has only one notable exception, in Baltimore, where the paper of largest circulation, the *Sun*, has a rate double its nearest competitor, the *American*, which has a considerably smaller circulation.

Arranging the minimum rates of all the papers in the leading cities, we find that circulation comes highest in Brooklyn, namely, at .0419; second highest in New Orleans, .0351; third highest in New York City, .0308; fourth in Boston, .0306; and then as follows: San Francisco, .0300; Chicago, .0222; Philadelphia, .0210; St. Louis, .0174.

The rate per inch in Canada is lower than in the United States, as the rate figures out in Canada at .0195 as against .0239 in the United States. The rate on the Canadian papers is not, however, included in any of the figures given.

Regarding the character of the circulation, as to whether it is "sworn" or merely "estimated" or "claimed," Mr. Rees has some interesting considerations in his circular. When he issued his first circular in 1907, there were 141 papers with sworn circulations and 106 whose circulations were either claimed or estimated, while at the present time there are 190 papers with "sworn" circulations and only 83 whose circulations are not sworn. In 1907, the papers with sworn circulations made up 57 per cent of the whole number; in 1911, they make up 69 per cent, a growth in four years of 21 per cent.

"From the tables," says Mr. Rees, "it would seem that the papers of the lesser classes of circulation are more willing to take the public into their confidence than are the papers who have, or claim to have, the largest circulations, and that the publishers of the smaller cities are more willing

# The Ads Attract

Many  
subscribers to  
The Woman's  
Home  
Companion  
subscribe  
because of—  
not in spite of—  
the  
advertisements.

to have their circulation absolutely known than the publishers in the larger cities."

Of the 36 papers credited with 100,000 or more, 54 per cent of them have sworn circulations, the division being 20 sworn and 16 "claimed" or "estimated." Of the 56 papers credited with circulations of from 50,000 to 100,000, about 66 per cent have sworn circulation, the division being 38 sworn circulation to 19 "claimed" or "estimated." Of the 177 papers credited with 15,000 to 50,000 circulation, 71 per cent of them have sworn circulations, the division being 127 sworn to 50 "claimed" or "estimated."

"This is further illustrated," says Mr. Rees, "in the fact that of 16 daily papers named in New York City only three have sworn circulations and these are among the smallest circulations claimed in New York City, Chicago seems to have 8 papers with 4 sworn circulations; Boston, 9 papers with 4 sworn circulations; Philadelphia, 9 papers with 6 sworn circulations, and Baltimore has 6 papers reported with only 1 sworn circulation, while all the papers named in the State of Illinois, outside of Chicago, have sworn circulations. The same is true of Pennsylvania, outside of Pittsburg and Philadelphia and Tennessee, except two cities.

"All of the papers named in the States of Connecticut, Florida, Georgia, Indiana, Iowa, Kansas, Minnesota, Mississippi, Nebraska, New Hampshire, Oklahoma, and Oregon have sworn circulations. All the papers named in Michigan, except one, have sworn circulations, which is also the case in Missouri, Rhode Island and Washington State. Virginia has 2 sworn circulations out of 4; Wisconsin has 3 out of 5, and Canada has 14 sworn circulations out of 19."

New York State is remarkable for the absence of sworn circulations, but not so much so outside of New York City.

In the state as a whole, there are 24 sworn circulations and 21 "claimed" or "estimated," 13 of the latter being in New York City

and 3 more in Brooklyn. Ohio has 11 sworn and 10 not sworn. In California there are 9 sworn circulations as against 6 not sworn.

The number of papers having a circulation of 15,000 and more has increased from 246 to 273 within the four years since Mr. Rees' first circular was issued. There has been a larger increase in the number of morning papers coming into this class than of evening papers during that time.

The circular with complete figures may be obtained from the *Register* on request, if postage is enclosed. It is worth studying.

#### SPHINX CLUB DINNER.

There was an attendance of about 160 at the dinner of the Sphinx Club, held Tuesday evening January 10, at the Waldorf-Astoria New York, R. R. Huntsman, of the Brooklyn *Standard Union*, was toastmaster.

Addresses were made by the Hon. Fritz Reichmann, State Superintendent of Weights and Measures, Comptroller William A. Prendergast, Dr. Nathan Krass, Rabbi of the Temple Israel of Brooklyn; Dr. Andrew McLean, editor of the Brooklyn *Citizen*, and Miss Marie Fitzgerald.

Mr. Reichmann recounted recent progress in the fight for honest weights and measures; Comptroller Prendergast availed himself of the toastmaster's suggestion and departed from his set topic, "Honesty in Advertising." He spoke earnestly regarding the importance of adhering to principle in the subway crisis.

Dr. Krass took for his subject, "An Autocasm of Advertising," meaning his own particular view of advertising. He predicted a final victory for complete honesty in all advertising.

Dr. McLean spoke in a pleasantly humorous vein, treating advertising from the editorial viewpoint. Miss Fitzgerald's talk on "The Views of a Woman as to What 'Value \$150, Price \$25' Means" was most interesting. She gave her men hearers to understand that no woman is deceived by foolish claims of value for little money. She naturally hunts for a bargain, but she buys with her eyes fully open.

Miss Fitzgerald is a newspaper woman, who has written a recently staged play, "The Play Without a Name."

*Life and Labor*, a monthly magazine under the auspices of the National Women's Trade Union League, has been launched at Chicago. It will be edited by Miss Alice Horan, S. M. Franklin and Frances Squire Potter. Harriet Reid will be business manager.

The Advertisers' Club, Milwaukee, has taken a floor of the Randolph Hotel for clubrooms in place of those recently burnt.

# Iowa's Standard Farm Paper is

# WALLACES' FARMER

"GOOD FARMING-CLEAR THINKING-RIGHT LIVING"  
A WEEKLY JOURNAL FOR WESTERN FARMERS

A circulation built upon its merits, paid for in advance and stopped when the time is out, makes WALLACES' FARMER outrank any other farm paper published in the territory, in the esteem of the advertisers who desire to reach the best farm homes in the great state of Iowa.

Iowa has the greatest per capita wealth of any state in the Union, and the least per cent of illiteracy. It affords the richest field for the advertiser of any single state.

No advertiser can afford to overlook the buying power of the Iowa farmer. The government crop experts place the value of the Iowa crop this year at over eight hundred and twenty-one millions of dollars. Crops alone, mind you. The live stock produced adds greatly to this magnificent income. WALLACES' FARMER readers are the men who raise the biggest crops, the best live stock. They have the means to buy the luxuries as well as the necessities. Our present circulation is nearly 70,000. Its readers take the paper and pay in advance for it because it helps them

to make more money on the farm. It is the only Iowa farm paper that has built up its circulation by requiring payment in advance for its subscription and stopping when the time is out. No inducements other than the merits of the paper are offered to its readers to become subscribers. WALLACES' FARMER does not sell subscriptions in bulk at as low a price as 10 cents per year or at any price, refusing to quote a price on subscriptions in bulk; nor does it offer premiums to its readers, such as fountain pens, scissors, spectacles, etc. It wants the individual farmer to pay for the paper and to pay a fair price therefor, and he cannot get it unless he does pay for it. The value of such a circulation for the advertiser cannot be overestimated.

Ask for a copy of WALLACES' FARMER—look it over, note the character of the editorial matter,—the class of advertising matter carried, and you will readily realize why it is that WALLACES' FARMER appeals to the intelligent reader and to the intelligent advertiser. It's quality that counts in farm papers. For sample copy of the paper address



## Wallaces' Farmer

Des Moines, Iowa

GEO. W. HERBERT,  
First National Bank Building,  
CHICAGO, ILL.

WALLACE C. RICHARDSON, Inc.,  
41 Park Row,  
NEW YORK, N. Y.

Member the Standard Farm Papers Association

## Medical Journal Advertising

offers the best result-bringing proposition in the business world to-day

Manufacturers of *shoes, clothing, furniture, vehicles, automobiles, foods, toilet articles, high grade soaps, sanitary appliances*—anything, in fact, that appeals to the physician not only in his professional capacity, but as a discriminating buyer—will do well to investigate the opportunities presented by the reputable high-class medical publications of the country.

**There are 150,000 Physicians in America**

**American  
Journal of  
Surgery**  
New York

**American  
Journal of  
Clinical  
Medicine**  
Chicago, Ill.

**American  
Medicine**  
New York

The great majority of them are general practitioners, men who act as the general adviser in many family circles. Their opinions and judgment carry much weight and on their advice or suggestion many a commodity is introduced to general use.

In brief, if you sell to a doctor, you sell to one who, by the very nature of his calling, can influence many more sales.

The doctor, therefore, is worth cultivating because his co-operation is worth everything when you once secure it.

The journals herewith indicated—"the Big Six"—are leaders in the medical journal field. Their combined circulation enables the advertiser to reach well over 100,000 physicians in active practice—the cream of the medical profession. Their rates are reasonable, but most important of all—**THEY PRODUCE RESULTS.**

Suggestive information and rates will be furnished by writing any one or all of the above.

**Interstate  
Medical  
Journal**  
St. Louis, Mo.

**Medical  
Council**  
Philadelphia, Pa.

**Therapeutic  
Gazette**  
Detroit, Mich.

## THE GROWING PURCHASING POWER OF FARMERS.

PRODUCT OF ACRE BUYS MORE THAN HALF AS MUCH AGAIN AS IN 1899—NEVER MORE PROSPEROUS, SAYS GOVERNMENT "CROP REPORTER."

It has been more than once charged that there is far too much high color and inflation in the oft-appearing stories of farming prosperity. Now comes Government corroboration of the most explicit kind. The farmer is not only prospering, but according to the statistical evidence contained in the January number of the *Crop Reporter* published by the United States Department of Agriculture, he is prospering to an unprecedented degree. The department statisticians have prepared several interesting tables, from which it may be profitable to extract half a dozen representative facts. If we represent by 100 the quantity of anything which could be purchased in 1899 with the value a farmer could take off of one acre of corn, wheat, cotton, etc., then the relative quantity which could be purchased with the value of one acre in 1909, was as follows: Case oil (kerosene), 183; coffee, 157; flour, 130; soap, 164; dinner plates, 164; hats, 153; and shoes, 133.

The data show that whereas the value of an acre of the farmer's crops in 1909 was 72.7 per cent more than in 1899, and the cost of articles purchased increased about 12.1 per cent, the purchasing power of the produce of one acre in 1909 was about 54 per cent greater than the purchasing power of the produce of an acre in 1899. An acre of corn showed an increase of 60 per cent in purchasing power, wheat, 91 per cent, and cotton, 48 per cent.

The Government *Crop Reporter* has these further reflections to present, which cannot but be of great interest to national advertisers:

Quietly the farmer has been rising from the depths into which he was cast

by the ruinously low prices in the early nineties until now he has reached a plane where he receives a well-deserved recompense for his labors. Probably never before has the average farmer been in better condition than in recent years. Farmers are rapidly acquiring the modern conveniences formerly possessed only by those living in cities, such as furnace-heated houses, water and bath facilities, free mail delivery, telephones, etc., and, with good crops commanding remunerative prices, he is becoming more and more able to secure such conveniences and to indulge in many luxuries enjoyed previously only by the prosperous in urban communities.

Within the past ten years the purchasing power of the farmer has increased more than 50 per cent. Such conditions are having and will continue to have more force in keeping the rising generation of farmers' children upon the farm than volumes upon volumes of printed advice to stay there. When there was much hardship and no profit in farming, such advice was useless; now farm life is becoming profitable and more attractive, and such advice is becoming unnecessary.

With a view to ascertaining definitely the effect of the higher prices of nearly every necessary of life on the greatest of all classes of Americans engaged in the greatest of all American occupations, the Bureau of Statistics has recently made a special inquiry regarding the average retail prices of about 85 staple commodities purchased by farmers throughout the United States in 1899 and 1909. The required information was supplied by many retail merchants throughout the country, the average prices at which the goods were sold during each of the two years beginning and ending the decade being for goods of the same grade and description in each instance.

The data thus secured, used in connection with comparative yields per acre of ten leading crops, the prices received for them by farmers, and their consequent average value per acre in each of the years mentioned, clearly show that the American farmer has suffered no loss or curtailment of purchasing power. On the contrary, the farmers' ability to buy has increased much more than the prices of the things he has bought.

William A. Patterson, of the Curtis Publishing Company, has recently been appointed manager of their New York office. Mr. Patterson has been with the Curtis Company about a year, having severed a connection with the Butterick Company to join the Curtis forces. He will now administer all the advertising interests of the Curtis publications in the New York territory.

P. L. Atkinson, who has been for nine years associated with the Frank A. Munsey Company, in connection with the make-up department, has accepted a position with the Currier Publishing Company. Mr. Atkinson will take up work in Mr. Balmer's department of the *Woman's World*.

# Some Opinions of PROGRESSIVE FARMER Readers. Just to Show You What Southern Farmers Think of the Great Farm Weekly of the South

**Extracts from a small number of the many appreciative letters received in the Subscription Department in the past few weeks:**

"Please send me a sample copy of The Progressive Farmer, the great farm journal I have heard so much of."—JNO. T. SMITH, Barley, Va. (Jan. 10, 1911.)

"Find enclosed my check for \$6.00, for which I want you to send The Progressive Farmer to six of my tenants, as follows: \* \* \* Please send them right away."—J. T. FLANAGAN, Merchant and Planter, Greenwood, Miss. (Dec. 16th, 1910.)

"I have missed the two last copies of The Progressive Farmer. I would rather have missed Christmas. Please change the label on my paper."—W. A. GABRIEL, Mooresville, N. C. (Jan. 5, 1911.)

"I consider your paper the best published for the Southern farmer, and I wish you continued success in the lines you have mapped out."—W. E. LESTER, Manager, Valley View Farm, Paint Rock, Ala. (Dec. 23, 1910.)

"Had just as soon try to farm without my horse as The Progressive Farmer."—HANAGAN WOLFE, Sneedville, Tenn. (Jan. 9, 1911.)

"I am one of your new subscribers, having received only about eight copies of your valuable paper, but wish to assure you that I consider The Progressive Farmer the most valuable piece of literature that enters my house. I know that it will mean larger profits from the farm for me."—G. OLLIE EPPS, Fowler, S. C. (Dec. 12, 1910.)

"Without any exception yours is the best and most interesting farm paper I have ever seen, and I am sure it is doing great good, as it brings new inspiration to the farmer each week. With its help there is much improvement in my neighborhood."—W. P. SMITH, Green Bay, Va. (Dec. 24, 1910.)

"This will be my twenty-fourth year as a subscriber to the Farmer. I have always done what I could to increase its subscription list, and am proud of both paper and its readers, who are among the most intelligent and prosperous farmers of our land."—W. A. PRATT, Morven, N. C. (Dec. 27, 1910.)

"I take four or five farm papers, but yours stands at the head."—J. W. WILSON, Rice Depot, Va. (Jan. 11, 1911.)

"Through the courtesy of a kind friend, I have had the pleasure of reading The Progressive Farmer for quite a while. I now feel it my duty to send it to others. Please send it to above names one year and renew my subscription."—T. B. MAYFIELD, Athens, Tenn. (Jan. 12, 1911.)

"Enclosed you will find post-office money order for \$2.00, to pay up my subscription. I have been out of The Progressive Farmer about ten months, caused from my own carelessness and negligence. I can't be without The Progressive Farmer. It is the best paper and best instruction I have ever had. I tell you I miss it these long winter nights."—E. I. RIGGS, Hubert, N. C. (Jan. 13, 1911.)

"Please send me at once statement of account up to last February, when you stopped my subscription, and write me what all back numbers from first of February, last, to January 1st, 1911 (if you have them on hand), will cost and include, of course, in your statement what I now owe you. I want you to send me 3 or 4 dozen copies of The Progressive Farmer for distribution. I want to see if I can get up a club for the next year. Yours is the best farm paper I ever saw and I mean no blarney or flattery."—J. L. DOZIER, Talbotton, Ga. (Dec. 21, 1910.)

"I have found you a new subscriber. Enclosed find my check for \$1.00, for which please send The Progressive Farmer to Mr. Chas. Lenoir, Orrville, Ala. I have noted that where one reads The Progressive Farmer for awhile there is generally a "pick up" on that farm, so to speak, and it is not long before they begin to take an interest in their work.—C. KIRKPATRICK, President, Kirk-View Farm, Cahaba, Ala. (Dec. 28, 1910).

"Your paper is the best paper I ever saw. I have been reading it for five years and can't get along without it. It is a great help to anyone who will read it. I would rather lose \$5.00 than to miss one copy of it."—C. B. CAZO, Wesson, Miss. (Dec. 24, 1910).

"Please find enclosed \$1.00 to pay my subscription to your paper for the year 1911. It looks to me that any man with horse-sense and one good eye could make a living with the guidance of The Progressive Farmer."—F. A. SHUFORD, Lincolnton, N. C. (Jan. 13, 1911).

"I presume you receive many letters of praise for your most excellent paper; however, I cannot refrain from expressing my mite of recognition for the great pleasure I have had in reading the Farmer. It is the best farm paper published in the South, and I wish you every encouragement and success."—S. W. CROWELL, Gen. Mgr., The United States Nursery Company, Roseacres, Miss. (Dec. 24, 1910).

"I failed to get my paper last week and therefore ask that you please send me another, as I do not want to miss a single copy."—J. A. TREST, Vice-President, F. Gardner Hardware & Supply Company, Laurel, Miss. (Dec. 6, 1910).

"I have been a reader of your paper about one year and I think I have never

read a better one. Have often felt like sitting down and writing you a line of appreciation after reading one issue of the paper. I am the owner of a plantation in Sunflower County, Mississippi. Am interested in all you have to say. You are certainly rendering a great and needed service to the entire South."—J. H. GILLILAND, Pastor Centennial Christian Church, Bloomington, Ill. (Dec. 31, 1910).

"I used to read your excellent paper and have been wanting to take it for a long time. Enclosed please find check for \$1.00 for one year's subscription to The Progressive Farmer and Southern Farm Gazette. I moved back here from Sunny Florida, and am opening up a hog and general crop farm here."—A. C. MILLER, JR., Shelby, N. C. (Jan. 18, 1911).

"Am sending you my check for \$1.00 for a year's subscription to your valuable Paper. I feel that your Paper will ever be a member of my family. I get greater conceptions of the possibilities of the soil in every respect, and inspirations for greater efforts in all of life's opportunities in this dear old Southland than I had ever dreamed to find in a paper."—SAM D. McMURRAY, Harriman, Tenn. (Jan. 9, 1911).

"I enclose you today my renewal (\$1.00) and also one new subscriber, Dr. C. W. Bonney (\$1.00), a real good progressive planter and stock raiser, especially hogs."—JOHN G. ALLEY, Sattartia, Miss. (Dec. 26, 1910).

"Your invaluable, ably edited and highly appreciated paper is doing fine work and I congratulate you most sincerely."—J. E. Norment, Darlington, S. C. (Dec. 30, 1910).

"No one can ever deny that your paper is the only ideal Southern Farm paper."—SAM LEE, High Point, N. C. (Dec. 26, 1910).

**The Agricultural Paper it will pay you best to advertise in is the paper that leads in better farming; that also carries a message of uplift, the paper whose readers stick to and swear by—and in the South that paper is**

## THE PROGRESSIVE FARMER

Raleigh, N. C.

Starkville, Miss.

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**Over 100,000 Circulation "in the Heart of the South"**



## HOW THE PARCELS POST WOULD BENEFIT ADVERTISERS.

WHY THE GOOD DEALER IN THE COUNTRY WOULD NOT BE ELIMINATED—ADVERTISERS WOULD RECEIVE BETTER CO-OPERATION—THE JOBBERS' PART IN OPPOSING PARCELS POST.

It cannot be denied that the prospect of a national parcels post has caused much alarm among the retail trade and among such concerns as are dependent upon a preservation of the *status quo* in that trade. But manufacturers are looking forward calmly to the great event. Those who expressed themselves to a representative of PRINTERS' INK said that the parcels post would benefit rather than harm the sales of nationally advertised goods. Moreover, they were unanimously of the opinion that the country merchant of business ability had little to fear. Only the shiftless and the futile would be eliminated.

Take for instance, a house like the Devoe Paint Company, of New York. This concern sells extensively through dealers in the small towns. Its advertising appears for the most part in the country dailies and weeklies.

Charles H. Post, the advertising manager, was more pleased than otherwise at the outlook. Mr. Post has spent a good part of his fourteen years with this house in going about among the country dealers of the Atlantic coast territory.

"This parcels post," he remarked, "is not going to snuff out the country merchant. The effect will be to force that merchant to handle better goods. He will have to rely upon the *quality* of his goods, and have to promote a knowledge of that quality among his customers, if he shall meet the competition of the mail order house. This means that he will have to make himself a better salesman of advertised brands than he has up to date.

"He cannot hope to survive by

competing in price with the mail order house in the distant city. But the country population is steadily growing in appreciation of advertised goods. The more their education progresses in this way, the more patronage of the staying kind will go to the dealer."

The testimony was of much the same order from the gas appliance field. Mr. Brock, of the William M. Crane Company, of New York, could see only difficulty ahead for the dealer who had been buying cheaply and palming off merchandise, which made his customers supremely discouraged.

"The parcels post will act to clear the situation, from the manufacturer's viewpoint. It will not harm business if those dealers who have been working against national advertising do have to go out of business. The manufacturers will, upon the advent of the parcels post, have a corrective instrument in their hands of peculiar effectiveness.

"Suppose the parcels post were now in operation. A person in Connecticut reads our advertising and at the first opportunity makes inquiries of the local dealer. The dealer of the undesirable kind replies that he does not handle the line, but has something better. That dealer is cheating the advertiser of some of the returns of an expensive campaign. He will substitute if he can. He frequently succeeds.

"But the reader, under the parcels post, will find it easy to write to the manufacturer, if he does not find the goods with the dealer. The manufacturer could ship the articles by parcels post. As soon as a dealer saw trade that he might have going elsewhere, in spite of him, he will fall into line with the manufacturer's wishes and put the goods in stock.

"For his part, the dealer will soon realize that he will not have to stock heavily of goods which he believes have not yet earned a big consumption. He will be able to carry only a few items of some advertised brand of goods, which he considers experimental. If these are exhausted by the demand, he

# Pigeonholed Ideas

**A**RE there in your desk or in the pigeon-holes of your mind a dozen advertising schemes sidetracked for lack of time? Good ideas growing musty?

We want to discuss with you some of these pigeonholed ideas. Much may be accomplished in a ten-minute-straight-to-the-point talk.

**P. B. Bromfield Advertising Agency**  
**Fifth Avenue Building**  
[Fifth Avenue and 23d Street]  
New York City

Watch**Trenton**

**Focus of Nation  
Center of the East  
Hub of New Jersey**

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**Investment of Millions  
Employees by Thousands**

**Produce Yearly**

**\$10,000,000 Clay Products**

**\$10,000,000 Rubber Products**

**\$25,000,000 Metal Products**

**A City of Political, Financial, Social, Industrial and Commercial**

**INDEPENDENCE  
and FREEDOM**

**An Isolated**

**150,000 Territory**

without interest in and beyond influence of any other city community or paper.

Data and facts about conditions on request.

**TRENTON N. J. TIMES**

**C. F. KELLY & CO.**

**METROPOLITAN BUILDING, NEW YORK  
PEOPLES GAS BUILDING, CHICAGO**

can avail himself of the advantages of the new postal regulation, order an additional shipment and get the goods in a far briefer lapse of time than now possible when shipping by freight.

"The difficulties of securing distribution would be greatly lessened. Now the difficulty of persuading the dealer is a great barrier in the path to a national market for a newly advertised brand of goods. Under the new order of things, and with no possibility of being left with a lot of 'dead merchandise' on his hands, the merchant would be far more cheerful in his co-operation with the manufacturer."

It remained for the sales-manager of a famous grocery specialty house to point out the moral of these observations—namely, that the substitutor would find himself fearing independent action on the part of his customer. A man or woman who has been favorably impressed by the advertised arguments of a manufacturer may, if answered unsatisfactorily at the store, avail himself of the parcels post and go straight to the manufacturer. It is true that manufacturers generally do not sell direct to the consumer in this way; but with the opportunity of disciplining the dealer so ready at hand, manufacturers could well establish special consumers' bureaus.

The specialty house manager explained how, in his opinion, the parcels post would allow the manufacturer to supply demand which now frequently must go unsatisfied. Suppose, he said, an advertiser were using the newspapers of a restricted territory. It is the experience of every advertiser to receive requests for his goods from places in which he has never advertised. Old customers have moved and are unable to find the goods in stock in the stores in their new home; or some far-wandering newspaper has carried the advertisement that aroused the desire to possess. This custom could be supplied by parcels post.

S. Keith Evans, advertising manager of the *Farm and Fireside*, as well as of the *Woman's Home Companion*, advanced an in-

teresting theory to explain the perturbation that now exists among retailers at the prospect of the passing of a parcels post bill. The jobbers, believing that the parcels post would harm their business, have been waving the red flag of the mail order competition in the faces of the dealers. He said:

"The jobber of the West will fight the parcels post as hard as he can and you cannot blame him as it will in a measure interfere with his business. As jobber he is going against the advertised brand of goods. That is the nature of his business, and you cannot blame him. He will naturally protect his own interests. He can now send to the small dealer almost what he likes, because he occupies a very snug place between the manufacturer and the dealer. Some of the Western jobbers have thousands of accounts from various small dealers. The manufacturers cannot handle those accounts.

"In the parcels post the dealer can go to the manufacturer by mail and get small shipments of goods that are called for. The parcels post will be the best thing for the manufacturing advertiser.

"Of course, the advertised brand of goods will have to keep up quality. The best protection the people of the United States can have is the purchase of advertised brands of goods because the goods have to be what the advertisements say they are or they won't get the repeat orders.

"In that way, the dealer is bound to benefit. He can go direct to the manufacturer with a postal card. After he has once established his relation with the manufacturer, the manufacturer can offer cash terms on mail order business to the dealer alone, which he cannot do now. The manufacturer will be very willing to trade with the dealer.

"The country store keeper would be helped by the parcels post. He fears it because he has been educated by the jobber. There is an association out West that has as members the biggest jobbers of that section, and it is active in creating sentiment against parcels post."

Trenton

# Times

**Independent in Policy  
Clean in Advertising  
True to its Rates**

**Only Evening Daily Home  
and Family Paper**

**In a Prosperous Territory  
One Edition Only  
20,000 Circulation  
Classified Medium**

**A Paper Serving a City of  
100,000, 75 Suburban Towns  
and still growing in**

**QUALITY  
and QUANTITY**

**A strong**

**Two Cent Daily**

**the recognized retail and general  
advertising medium.**

**Rate card and circulation distribution  
on request.**

**TRENTON N. J. TIMES**

**C. F. KELLY & CO.**

**METROPOLITAN BUILDING, NEW YORK  
PEOPLES GAS BUILDING, CHICAGO**

## GUESSING TRADE-MARKS AND THEIR MEANING.

A CHURCH SOCIAL THAT TESTED THE EFFECTIVENESS OF GENERAL ADVERTISING—THIRTY-TWO OUT OF THIRTY-SEVEN GUESSED BY THE WINNER.

A "trade-mark party" held recently by some fifty women, Sunday-school teachers of one of the largest New York churches, showed that practically all the women recognized instantly more than half of the thirty-seven trade-marks of national advertisers shown to them, two-thirds of these being lettered and one-third pictures.

The entertainment was the idea of C. W. Weaver, manager of *The Progressive Retailer*, who had been asked to suggest something unique and educational. It occurred to Mr. Weaver that it would be an interesting fact to see what percentage of women recognize trade-mark advertising. He selected thirty-seven trade-marks, posted them on a sheet and had them photographed. The photograph was then reproduced in print with this heading:

"The thirty-seven firms whose trade-marks are reproduced here spend annually over a million and a quarter dollars in American publications to familiarize every one with their merchandise.

"You see these familiar trade-marks everywhere—on billboards, in street cars, magazines and newspapers—WHAT ARE THEY?"

A prize was offered to the person guessing the largest number of correct answers. The prize was given to a lady who knew thirty-two of the thirty-seven trade-marks. Practically every one guessed Fairy Soap, Educator Cracker, Old Dutch Cleanser, Blue Label Ketchup, Lowney's Chocolates, Ostermoor Mattresses, Kalamazoo Stoves, Baker's Cocoa, Karo Corn Syrup, Lea & Perrin's Sauce, Victor Talking Machines, Bon Ami, Van Camp's Pork and Beans and Allcock's Porous Plasters.

Among the other trade-marks were some which it is easy to understand might not be identified offhand by women, although familiar as names—Amatite roofing, Globe-Wernicke bookcases and Burroughs adding machines, for example. Few men could mistake the face of the manufacturer of Douglas shoes, but many of the women in this party did. Yale locks were not so familiar to women as to men.

It would be interesting to see how many of the advertisers would have been guessed if in addition to the trade-marks there had been included the general lay out, with only the tell-tale words suppressed. The trade-mark makes up only a part of the mental picture suggested by the average advertising.

Mr. Weaver may endeavor to popularize trade-mark parties as a boost for advertised goods.

## INCONSISTENCY, THY NAME IS ADVERTISER.

DAYTON, OHIO, Jan. 19, 1911.

Editor PRINTERS' INK.

One George Enos Throop is a billboard poster in Chicago.

A card from him received through the mails this morning makes fun of the newspapers in Chicago for using billboards to advertise themselves.

And yet he sends me a mailing card to tell me of the advantage of using billboards.

Consistency, thou art a pot of mud!  
GRIDLEY ADAMS.

## WISE FOR PUBLIC UTILITIES TO ADVERTISE.

At the recent Wisconsin Electrical Association convention in Milwaukee, Ernest Gonzenbach, president of the Sheboygan Railway & Light Company, spoke on "Publicity Campaigns," and urged the public utilities to "head off the politicians," by being perfectly frank with the public and seeking its good will by advertising in the newspapers of the state.

A. N. Fox, manager of the publicity department of the Benjamin Electric Manufacturing Company, of Chicago, has been elected chairman of the "Round Tablers," a newly organized group of advertising men. The body meets once a week in the rooms of the Chicago Advertising Association for the purpose of a systematic study of the various phases of trade publicity.

At one cent a pound, it cost to mail the Christian Herald to its subscribers

**\$23,343.17 in 1909**

**\$35,490.41 in 1910**

This means an **increase** in 1910 of **one million, two hundred and fourteen thousand, seven hundred and twenty-four** (1,214,724) *pounds* of Christian Heralds over 1909.

**That's an increase of fifty-two per cent (52%).**

Fine growth for a staid, old conservative publication, isn't it?

No other national periodical can boast an equal growth within the same period.

Result, of course, the Christian Herald **is paying advertisers better than ever**—which is about the most superlative thing we can say.

By the way, ever heard of an advertiser who regretted having advertised in the Christian Herald?

Over 300,000 weekly, guaranteed.

Price, \$1.50 per line.

O. McG. HOWARD  
Marquette Bldg.  
Chicago

H. R. REED  
*Advertising Manager*  
New York City

BELL & LORR  
6 Beacon St  
Boston

**The Christian Herald**

# A FINE FINISH

## THE ST. LOUIS REPUBLIC TRIO

ROUNDS OUT THE YEAR NINETEEN TEN WITH GRATIFYING GAINS.

### More Than Five Million Agate Lines in Twelve Months

During the year 1910 The Republic, Daily and Sunday, printed a grand total of 5,312,190 agate lines of paid advertising. A gain of 415,185 agate lines, or 1,384 columns.

DAILY AND SUNDAY GAIN, PAID ADVERTISING.			
Total 1910	.....	17,707.30	Columns
Total 1909	.....	16,323.35	Columns
Gain 1,383.95 Columns, or 415,185 Agate Lines.			
THE TWICE-A-WEEK REPUBLIC GAIN.			
Total 1910	.....	1,146.57	Columns
Total 1909	.....	992.10	Columns
Gain 154.47 Columns, or 46,341 Agate Lines.			
FARM PROGRESS GAIN.			
Total 1910	.....	741.73	Columns
Total 1909	.....	668.42	Columns
Gain 73.31 Columns, or 21,993 Agate Lines.			

## 83,430 AGATE LINES

MORE THAN ANY OTHER ST. LOUIS NEWSPAPER.

During the year 1910 THE REPUBLIC carried in the announcements of AUTOMOBILES, RAILROADS, RESORTS, HOTELS, SCHOOLS, COLLEGES, BANKS and OTHER FINANCIAL INSTITUTIONS, 83,430 lines more than any other St. Louis paper or an aggregate of

## 669,231 Agate Lines

AUTOMOBILE ADVERTISING

Combined figures for three years indicate that the Republic has led all other St. Louis newspapers in



# 669,231 Agate Lines

## AUTOMOBILE ADVERTISING

Combined figures for three years indicate that the Republic has led all other St. Louis newspapers in Automobile Advertising. The record for 1910 shows a total of 84,714 lines. The personal investigation of an automobile manufacturer develops another interesting fact that The Republic is served regularly to more than 55 per cent of the automobile owners in St. Louis.

## FINANCIAL ADVERTISING

Again it is substantially demonstrated that The Republic is in advertising favor. In 1910 it carried Bank and other Financial Advertising amounting to 181,287 agate lines, or 3,500 lines in excess of any other St. Louis paper.

## SCHOOL ADVERTISING

In Nineteen-ten The Republic carried the Announcements of Educational Institutions to a grand total of 65,628 agate lines. The Republic doubled the combined record of all other St. Louis papers and printed 25 COLUMNS MORE THAN TWICE the space carried by its nearest competitor.

## HOTEL AND RESORT ADVERTISING

During the year 1910 The Republic carried 81,540 agate lines of advertising of Hotels and Resorts. This record more than doubles its nearest competitor, and lacks but 64 columns of equaling the total of all other St. Louis newspapers.

## RAILROAD ADVERTISING

The actual figures for 1910 show a total of 256,662 agate lines. No other St. Louis newspaper approaches The Republic's record by 18,000 lines.

### HOME OFFICE

New York Office:  
WALLACE G. BROOKE  
225 Fifth Avenue  
A. K. HAMMOND  
366 Fifth Avenue

### ST. LOUIS REPUBLIC

Chicago Office:  
GEO. M. BURBACH  
1246 1st Nat. Bank Building  
I. S. WALLIS & SON  
1246 1st Nat. Bank Bldg.

### ST. LOUIS, MO.

Kansas City Office:  
MART J. BARONS  
351 N. Y. Life Bldg.  
Omaha Office:  
C. M. RITCHIE, 2251 N. 19th St.

## WHAT IS GOOD ADVERTISING OF ADVERTISING?

SOME REASONS WHY NINETY PER CENT OF PUBLISHERS' ADVERTISING IS BAD—MERITS CHARACTERISTIC OF THE SUCCESSFUL TEN PER CENT.

By W. J. Healy,

Of *La Presse*, Montreal, P. Q.

An article in the December 1st issue of *PRINTERS' INK*, under the caption, "Why is so much advertising of advertising bad?" was read with interest by the writer, who for the past six years has had a great deal to do with advertising that is designed to advertise advertising.

If ninety per cent of this advertising literature is worthless, why is it so? What are the fundamental causes underlying such a vast amount of advertising waste? If ten per cent of this literature is good, what constitutes its goodness? What are the conditions under which it was produced? How can other publishers emulate this small ten per cent who are putting out really good, paying stuff? This article is an attempt, on the part of one who has seen a great deal of both the good and the bad, in this class of advertising, to furnish an answer to the above queries.

For purposes of clearness, let this class of advertising be known as "advertising promotion"—the promotion of advertising. It includes all of the many methods by which advertising may be promoted by means of the printed word.

There is a strong temptation to enlarge upon the valuable promotion campaigns that newspapers and magazines can conduct through the medium of their own pages, and those of their contemporaries. Also upon the value of the judicious use of space in such an excellent trade magazine as *PRINTERS' INK*, for example.

But the object of this article is rather to deal with the printed matter that newspapers and other publications send out through the mail, to influence prospective advertisers.

Such matter, if it is to accomplish anything worth while, must be above the average quality of advertising literature. It must be strong enough to carry an appeal to big business men and their advertising managers—busy men, who have not the time to linger over their mail, or pay attention to non-essentials. To do this, it must have an individuality—an originality—about it that will arrest the attention of these busy men, and hold it long enough to deliver a definite message and create a favorable and more or less lasting impression.

Such matter cannot be prepared by the average advertising manager—no matter what his ability may be as an advertising manager. Nor can it be prepared by an office assistant, or one of the editorial staff, to whom the task is assigned in many newspaper offices.

It requires the studied, concentrated efforts of a man with a highly developed knowledge of salesmanship—space salesmanship—combined with trained ability and experience as a designer and writer of advertising literature. He must possess those qualities of enthusiasm, force and persuasiveness that form such an important part of the equipment of the expert salesman, and must be able to infuse into his printed appeal all the persuasion, force and enthusiasm that the successful salesman puts into his spoken appeal.

The printed message must get in and gain a hearing with the prospective buyer of space, just as the salesman must get in and obtain a hearing before he can make the slightest impression on his prospect. Therefore, the writer of this class of advertising literature must understand how to dress up his printed message so that it will get the attention of at least a fair majority of the prospects to whom it is addressed.

Artistic design, striking and original display, strong and telling titles and headlines, are the principal features that enable the good specimens of promotion literature to get the attention of

those to whom they are addressed. Clever and original mechanical effects, style of folding, size, shape, etc., play a certain part in the scheme of gaining attention, but they are of minor importance, and in many cases simply produce odd, freakish effects. Of much greater importance, in the mechanical make-up, is the quality, weight and shade of the paper, the typography, the color of the ink, and the score of other small details which can make or mar any piece of advertising literature.

But the success or failure of the printed message is determined to a still greater extent by the matter that it contains and the form in which it is expressed. Too many of those who attempt to write this class of advertising literature are self-centred, and fail to grasp the point of view of the advertisers whom they hope to interest and impress. They lose sight of the fact that they must appeal to the self-interest of the prospective advertiser, must show him exactly how he can make money by using their particular medium. Facts that seem highly important to the publisher or advertising manager—such as big gains in advertising space, etc.—carry little weight with the average advertiser. True, it is an indication that the publication is a paying proposition to other advertisers, but it has little effect unless accompanied by other and stronger reasons.

It is superficial, forceless, full of platitudes that have been dinned into the ears of advertisers until they are tired of hearing them. It lacks the attention-compelling force and strong appeal that mark the successful advertising copy, folders, booklets, etc., that are being produced by skilled advertising men for the general advertisers. And this is principally because it is prepared by men who either are not qualified to produce advertising literature of this nature, or who do not devote to it the time and attention that must be given to the production of strong, result-producing advertising literature.

## "World Business"

Mr. George W. Perkins's "World Business," contributed to *The Churchman* of December 31st, created an interest which exhausted the edition a few days after issue. Requests for it came from many States, from Mayors of cities, Railroad Officials, Captains of Industry, etc. (A reprint will be sent on request.)

We mention this article out of many, because we wish advertisers to have the right impression about *The Churchman*. For its articles and comment on the live issues of the day, in or outside the Church, it has the respect of its influential and well-to-do constituency. As one of our secular contemporaries epitomizes it:

It is not often that people go to a weekly paper, and that an exponent of religious journalism, for their news. But anyone who desires to be well informed on current questions will lack one trustworthy, complete and authoritative source of information if he neglects to take into consideration that unfailing source of supply, *The Churchman*. Here he will find a rarely discriminating treatment of just what he should know, disburdened of extraneous matter and presented from the lofty standpoint of enlightened civic judgment, fine taste and judicious selection.

It is a rare comfort to find in its editorials an entire absence of personal leanings and prejudices. The very environment and the catholic treatment of his subjects determine the audience to which the editor ministers, and that means none but the best. It is a goodly company for a reader to find himself in, and the high character of the paper settles it for him.

*This constitutes advertising value of the highest order and should have careful consideration in making up appropriations.*

### The Churchman Co.

Churchman Building - NEW YORK

## IMITATING TYPE STYLE AND UNFAIR COMPE- TITION.

TYPE CONCERN SECURES DECISION  
WHEN ITS PRODUCT IS IMITATED  
—LIKELIHOOD THAT AN ADVER-  
TISER'S TYPE STYLE MAY BE PRO-  
TECTED.

A recent court decision furnishes strong inaugural proof of the vital interest to advertisers in the articles by a lawyer specialist which will appear in **PRINTERS' INK** shortly on the subject of unfair competition as a rapidly developing legal doctrine.

The courts have gone to great length in recent years, in enjoining the imitation by one manufacturer of the goods of another; even when the imitation was accompanied by no infringement on trade name. The United States Circuit Court for the district of Maine, however, lately refused to grant an injunction in a case that rested entirely upon imitation of the useful features of the goods. The complainant was a well-known type founder, who devised a style of type of novel form, and began its manufacture and sale. The type so manufactured was known in the market as "Caslon Bold." The respondent put on the market type corresponding to that of the complainant and, in some instances at least, in correspondence or otherwise spoke of its type as "Caslon Bold."

The complainant, resting upon alleged common law rights, sought to enjoin the copying and sale of its type by the defendant on the theory of unfair competition. The complainant cited and relied particularly upon the case reported in a late issue of the United States Trademark Bulletin (Vol. VI, p. 65), wherein the defendant was enjoined from making and selling, for use in hose supporters, wooden buttons made in imitation of the rubber buttons used by the complainant for the same purpose. The court, however, said that this case was plainly distinguishable from the case at bar, since the former was a case in which the useful feature of the complainant's article had been deliberately

imitated, by means of a cheaper substitute of inferior quality, the intent being to produce an article that would be sold as and for the plaintiff's; whereas, in this case, the only peculiar characteristic of the complainant's type had to do with its utility and, if the bill of complaint could be sustained, the plaintiff would have a perpetual monopoly in a useful article, without resort to the patent law. On putting the proposition in this form, it became so clearly untenable that it needed no discussion. The true rule, the court said, distinguished between the imitation of structural features of an article and imitation of ornamental features. The imitation of the latter features would be enjoined, because unnecessary to the reproduction of the article for purposes of use. The imitation of the former features, however, was open to any one who was not prevented by the patent laws from reproducing the article itself. When a close analysis of the case brings it down to a mere reproduction of a useful manufacture, which has not been patented, a cause of action cannot be sustained. Inasmuch as the defendant had gone beyond this and used the words "Caslon Bold," the trade-name adopted and in use by the complainant, the latter was held to be entitled to an injunction to prevent the repetition of this offense.

On the question of an accounting of profits, or recovery of damages, the court said, there was no evidence in the case that any damages had been suffered, nor anything to enable the court to suppose that there would be an advantage to come from the appointment of a master to take and settle an account commensurate with the expense and delay involved in an accounting. In so far as concerned an accounting, therefore, the complainant was denied relief. (*Keystone Type Foundry vs Portland Publishing Company*, 180 Fed. Rep., 301.)

—♦♦♦—  
The Shaw Publishing Company has been incorporated for \$1,000,000 in Delaware. The incorporators are M. T. Foley, Charles W. Bush and Aaron Finger.

# THE MONTHLY STYLE BOOK



## Advance in Rate

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After March 15, 1911, the rate for advertising in the MONTHLY STYLE BOOK will be \$5 an agate line. The page rate will be \$3,200, half page \$1,600, quarter page \$800. There are 700 lines to the page.

The second and third covers may be had, hereafter, in two colors (black and one color), at \$3,500.

Until March 15, 1911, formal orders will be accepted at the present rate of \$4 a line (full pages, \$2,600, half and quarter pages, pro rata), to cover all issues up to and including the issue of January, 1912.

All advertisers, however, who used space in the MONTHLY STYLE BOOK during the past year may take advantage of this extension of the \$4 rate without formality of any kind.

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**FRANCIS L. WURZBURG**  
**Manager Advertising Department**

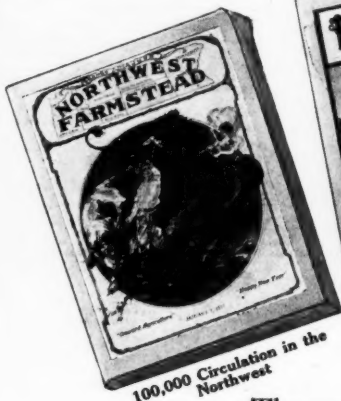
**CHICAGO**  
Peoples Gas Building

**NEW YORK**  
Fourth Ave., and 30th St.

**BOSTON**  
Old South Building

# Why Our Farmers' Prosperity

**Because It Is Founded  
on the Modern**



100,000 Circulation in the  
Northwest



125,000 Circulation in  
Central West



145,000 Circulation in  
Middle and Southern States

The prominence given in the daily press to agricultural matters has made many general, as well as specific, agricultural methods known to the new farmer has arrived, but do you realize why?

It's not alone the increasingly higher prices he has been getting that have enabled him to provide a proper working capital, and to install the new machinery and methods. Our farmers' prosperity is permanent because it is based on the modern methods of agriculture.

## Orange Judd Weeklies and 925,000 Sworn

Our five farm papers—the weekly NORTHWEST FARMSTEAD, ORANGE JUDD, and the twice-a-month FARM AND HOME—because of their accurate exposition of the agricultural situation, their accurate crop and market reports, and their guarantee of our advertisers' reliability, have implicit confidence in our papers. Some of the shrewdest generalists as well as specialists in the agricultural field are our subscribers. You can, too.

**THE PHELPS PUBLISHING COMPANY**

1209 Peoples Gas Bldg., CHICAGO, ILL.

335 Palace Bldg., MINNEAPOLIS, MINN.

315

# Prosperity is Permanent

**Business Principles They  
Apply to Farming**



145,000 Circulation in  
Middle and Western States



55,000 Circulation in  
New England



500,000 Circulation,  
Coast to Coast

daily read to accounts of the farmers' prosper-  
as well as agricultural, advertisers realize that a  
to you realize *why* his prosperity is permanent?

During the few years that have made him wealthy. Those higher prices have enabled  
modern methods that lessen cost of production and eliminate waste, that his farm  
because it is founded on the modern business principles they apply to farming.

## **lies and Farm and Home Own Circulation**

STEAD, ORANGE JUDD FARMER, AMERICAN AGRICULTURIST and NEW ENGLAND  
use of the stimulating force with which they're edited, their penetrating insight and  
and market reports, are read by the families of the farmers who are making and  
ability to accept no medical, financial or objectionable advertising, so our readers  
best general as well as agricultural, advertisers have *proved* their selling power.

COMPANY

315 Fourth Ave., NEW YORK, N. Y.

Myrick Bldg., SPRINGFIELD, MASS.



We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

STREET RAILWAYS  
ADVERTISING COMPANY

HOME OFFICE: FLATIRON  
BUILDING, NEW YORK

WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO

PACIFIC COAST OFFICE  
242 CALIFORNIA STREET  
SAN FRANCISCO

## THE DEVELOPMENT OF CONSUMER-INDIVID- UALITY.

HOW THE PUBLIC IS GETTING TO  
KNOW MORE AND MORE ABOUT  
MERCHANDISE, AND SELECTING  
GOODS ON ITS PARTICULAR MERITS  
—WHAT IT IS MEANING TO MAN-  
UFACTURING AND DISTRIBUTION.

In 1911 when the consumer buys, *he* does the *choosing*. He asserts his particular individuality. He expresses his likes or dislikes down to the most subtle differences. He weighs values between this and that brand of a similar product. He discriminates, he wants *what* he wants—and he gets it.

Advertising has made this *choosing* possible for the consumer.

In the decades past, soap was soap. Wheat was wheat. Coffee was coffee. Paint was paint. Razors were razors. When the periwigged consumer of 1811 wanted soap, he went to a druggist's—or was it as apothecary?—and mildly asked for and accepted a cake of soap. Perhaps he never heard of *any* soap but what was rudely made at home! That was all. But the consumer of 1909 knows that soap is no longer merely soap. Advertising has taught him that there is Pears', "matchless for the complexion"; Williams' "that won't smart or dry on the face"; "Ivory," "99 44/100 % pure"; Packer's, Colgate's, and a host of laundry soaps. Each has a very distinct and separate value, and a logical but specialized appeal.

The modern consumer decides whether his complexion will be improved by Pears', or whether Colgate's will do it more good. Or if he is absent-minded, and apt to mislay the soap when bathing, he will buy Ivory, for "it floats," and is especially adapted to the use of absent-minded persons. And his wife will decide why she prefers Swift's Premium to Armour's Star, Babbitt's to Fels-Naptha, or some other prod-

uct. Advertising has increased the number of soaps, because it has made possible a larger exercise of the consumer's individuality.

The consumer of 1811, with her panniers and pompadour, bought wheat, just plain wheat, from which to make her porridge. But wheat in 1909 is no longer wheat. We are living in the beardless age and the breakfast food era. An assortment of wheat foods confronts the woman of to-day which would make her ill from indecision if she were not the well-poised woman that she is—Maple Flakes, Shredded Wheat, Grape-Nuts, Apetizo, Egg-O-See, Malta Vita, Cream of Wheat, Pettijohn, Ralston—and these are only a beginning!

And the son of the periwigged consumer of 1811, did he choose his make of razors and collars and suspenders and shotguns? Odd's Bodkins, he did not! He was lucky to get any nameless, nondescript or home-made contrivance. To-day his great-grandsons choose in just what manner, shape or form they will be shaved or shave themselves, selecting from amongst at least 100 possible choices.

A leather thong made with a penknife held up our noblest ancestor's trousers, but to-day we can choose among 500 patents, fifty colors and materials.

With the interesting range of revolvers offered to-day, as contrasted with the single huge type of blunderbuss pistol of old times, a modern gentleman of honor can choose whether he wants to put six bullets in his deadly rival's body in four seconds, or give him a slower death with a big bulldog pistol, or many other forms of torture.

The pompous merchant of 1811 had but a few choices of paper for his pompous correspondence. Advertising has so educated the business man of to-day in the matter of paper, its quality, finish, durability, appearance, that he *knows* precisely what kind, color and finish of paper he wants.

Not only has advertising enabled the consumer to have a

large variety from which to select, and thus express his individual taste, but it has *educated* the consumer into *being* a connoisseur—which apt word means “one who knows.” The modern consumer is “one who knows.” Formerly a man who was called a connoisseur was one in a thousand. He was supposed to know more than his fellows. He was probably rich, had traveled, and was an authority on matters of art, taste, food, music. When his friends wished to make important purchases, they came to him, because he knew more.

But to-day advertising tends to make all consumers into connoisseurs. It has been a great free correspondence school in merchandise. People without taste have been educated into taste by advertising campaigns in furniture, wall coverings, architecture, clothes and an endless number of things. Their art standards are heightened by such advertisers of pottery as the Tecco and the Rookwood. Piano-makers have informed them about tone and touch. They have learned scientific facts about food values (witness the strenuous advertising of the bean canners), the Armour, Swift and Libby concerns, to say nothing of the flour, chocolate, coffee, biscuit and endless canned goods firms. They have the best art brought to their notice by the Ferry Pictures and the Copley Prints. The consumer of to-day is his own connoisseur.

It is this quality of knowing what he wants and why that is the best safeguard the modern advertising manufacturer has. If an advertiser can teach a consumer strong mental reasons why he prefers a certain product, and can make him refuse all substitutes, that advertiser has a far firmer hold on his trade than any other manufacturer. When the consumer chooses for himself, and has established his individual taste for a certain brand of product in preference to all others, he is *bound* to “take no substitute.” He is also apt to become a permanent customer. Much current advertising lacks the motive.

The Stetson Shoe Co. is doing something good along these lines. It has issued a booklet on “The Right to Know”—how shoes are made, showing this important fact: the toughest leather is down the spine or backbone of the hide, and it wears longer and better than leather from the softer outer portions. The Stetson shoes, it is explained, are made of this part, therefore give better wear than shoes not so made. If you want a well-wearing shoe, insist on getting shoes made from the backbone leather. Such a specific argument “bites” and develops consumer individuality. Consumers are expressing their individuality in the most minor articles. Take toothbrushes. The consumer no longer buys any old bristles to remove the unsanitary fragments from his molars, but purchases a prophylactic, or a special design of some sort.

The merchandising plans and entire distribution organization is being affected by this growing consumer individuality. It is going to be the big thing for manufacturers and distributors to take account of more and more.

#### AVIATION BY CORRESPONDENCE AT LAST.

NEW YORK, Jan. 16.

Editor of PRINTERS' INK:

Now that an advertisement with a Chicago address has appeared offering to teach aviation, by correspondence, the speakers at advertising dinners are at liberty to make facetious remarks to the effect that at last advertising is getting “fly” and “up in the air” and to ask whether this concern expects to follow a good “ground plan” of merchandising.

*Nicht wahr?*

P. F. ARNOLD.

The Burns System, Incorporated, of East Orange, N. J., has begun a general advertising business with a capital of \$25,000, of which \$1,000 is paid up. The incorporators are Harry H. Pickering, Charles O. Geyer and Frank E. Ruggles, all of East Orange.

Col. George A. J. Norman, of New York City, died last week. He began business life as a practical printer and later entered the advertising field, where he became an authority upon typographical dress.

The Journal and Courier Company, of Little Falls, N. Y., has been incorporated by George G. Stebbins, Ivan T. Burney and Gaspard L. Dusseault, all of Little Falls, with a capital of \$15,000.

### "UNBELIEVABLE ADVERTISEMENTS."

In the Poor Richard Club, of Philadelphia, January 19th, Herbert Houston, vice-president of Doubleday, Page & Co., of New York, denounced those newspapers and periodicals which print "unbelievable advertisements," and praised those which decline advertising other than the "straightforward, honest kind."

The Poor Richard Club voted to join the Associated Advertising Clubs of America.

The following day the club was addressed by former Representative J. Adam Bede, of Minnesota, who approved the parcels post and advocated Government regulation of the express companies.

### OPTIMISTIC OUTLOOK FOR 1911.

Judged by the unerring barometer of advertising done, business prospects for 1911 were pronounced unusually good by Milwaukee advertising specialists at a banquet of the Welfare Council, held Dec. 15, in the St. Charles Hotel. The council is composed of officials, salesmen and literary men of the Cramer-Krasselt Company, advertising agents. The banquet marked the fourth quarterly session of 1910. Toastmaster F. G. Cramer, president of the Cramer-Krasselt Company, forecasted the future and commented on the past. He declared that the tariff scare has been a *political* bugaboo only—that business has never shown a steadier advance than during the past year. "When the volume of advertising is so enormous as it has been during the past year it may be taken as a certainty that there are resources and business behind it," he said.

The Detroit Adcraft Club, at its meeting, January 12th, discussed "House Organs as Advertising Media." Topics and speakers were: "The House Organ Constructive," David Gibson, David Gibson Company, Cleveland; "Getting the Best Value," Chas. A. Parker, Curtis Advertising Company, Detroit; "Why I Believe In House Organs," J. W. T. Knox, Chester Kent & Co., Boston; "Putting Ginger Into the Sales Force," Ward Gavett, Burroughs Adding Machine Company, Detroit; "After the Sale Is Made," Roy J. Buell, Regal Motor Car Company, Detroit; "The Municipal House Organ," Norman Flowers, editor Board of Commerce Bulletin; "House Organs and the Public," Frank J. Mooney, Hupp Motor Car Company.

The Advertising League of Washington, D. C., elected these officers January 9th: John E. Shoemaker, president; Granville M. Hunt, vice-president; M. H. B. Hoffman, secretary, and L. F. Carter, treasurer. A banquet will be held February 15th, to which will be invited President Taft, Gov. Crothers, of Maryland; S. C. Dobbs, president of the Association of Advertising Clubs of America, and others.

## Order your Bound Volumes of PRINTERS' INK for 1911 NOW!

Keep your records intact. Complete files of PRINTERS' INK are invaluable as a source of information and reference. But unbound copies get lost—and cannot be replaced.

PRINTERS' INK is bound every Quarter, handsomely, serviceably, in black cloth over heavy board, with gold lettering. Four volumes a year, at \$2 each. \$8 a set.

The number is limited. Make sure of yours by ordering now.

**PRINTERS' INK PUBLISHING CO.**  
12 West 31st Street New York

## THE LINCOLN DAILY STAR

Under new ownership and new management. Everything new except the name.

It has the largest circulation of any Nebraska newspaper published outside of Omaha.

Its circulation is the paid-in-advance, stop-when-the-time-is-out kind.

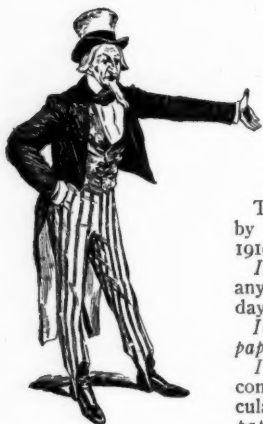
Daily average for December 20, 1910—all paid. The fastest growing newspaper west of the Missouri river.

Robert MacQuoid,  
Eastern Representative,  
404 Tribune Bldg., New York.

H. M. Ford,  
Western Representative,  
150 Michigan Ave., Chicago.

NEARLY 400,000 average daily

# BOSTON AMERICAN



has made the advertiser  
SIT UP AND TAKE NOTICE

THIS represents a CIRCULATION GAIN, by the way, of about 50,000 in the year 1910.

*It exceeds by many thousands the circulation of any other newspaper, Morning, Evening or Sunday, published in Boston or New England.*

*It is exceeded by only one other evening newspaper in the world—the New York Journal.*

*It exceeds by 300,000 that of its next highest competitor in Boston, and by over 100,000 the circulation of all the other Boston Evening Newspapers combined.*

The Evening American is the only Boston newspaper on a *non-returnable* basis—practically all copies distributed being sold and read. Its circulation books are open to all.

Pretty nearly everybody reads the Evening American. Pretty nearly everybody advertises in the American. It has both quantity and quality.

The circulation of the Evening American is *home-going*. It is the *home paper*. It is read at leisure at the family fireside by all members of the family.

Its ADVERTISING GAIN of 1,178,660

LARGEST advertising gain ever made in a year

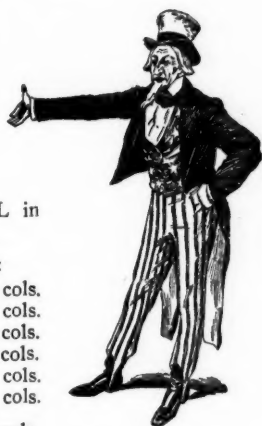
No newspaper in the world, in so short a period of development as six years, has ever made such progress in both Circulation and Advertising as has the BOSTON AMERICAN.

average daily CIRCULATION now furnished by the

# A MERICAN

Advertiser in New England

TAKE NOTICE!



And the Boston American LEADS ALL in ADVERTISING GAINS during 1910.

MONTH BY MONTH OVER 1909 AS FOLLOWS:

January ....635¾ cols.	July .....244½ cols.
February ...366½ cols.	August .... 68 cols.
March .....641¾ cols.	September ..377½ cols.
April .....349¾ cols.	October ....465 cols.
May .....336 cols.	November ..328 cols.
June .....227½ cols.	December ..169¼ cols.

Total.....4209½ cols.  
or 1,178,660 agate lines.

**T**HIS is the greatest advertising gain of any Daily and Sunday Newspaper east of the Rocky Mountains. It equals, within a few columns, the combined gain of the other three Boston papers having Daily and Sunday editions during 1910.

Boston merchants in the apportionment of their advertising appropriations not only gave a large share, but in many instances gave the major part, of their entire appropriation to the American.

178,660 AGATE LINES in 1910 was the  
a year by ANY EASTERN NEWSPAPER!

## REPRESENTATIVES OF THE BOSTON AMERICAN:

J. C. DAYTON,  
317 Brunswick Bldg., NEW YORK.

F. P. FUOSS,  
214 Madison St., CHICAGO.

F. A. McDONALD,  
80 Summer Street, BOSTON.

O. H. WHITE,  
Ellicott Sq., BUFFALO, N. Y.

J. CARR GAMBLE,  
Third National Bank Bldg., ST. LOUIS.

## FACT-PROMOTION INSTEAD OF GENERALITIES.

MAKING ACTUALITIES TAKE THE  
PLACE OF GUESSWORK—HOW ONE  
PUBLICATION DUG UP A GOLD MINE  
AT ITS FEET—ADDRESS BEFORE  
NEW YORK "TIMES" STAFF.

By Frederick Pierce,  
Formerly Publicity Director, *Collier's  
Weekly*.

Of advertising of certain general classes I have seen, in a period of one year, over 91 per cent of new accounts fall by the wayside and go to join those sad-eyed Immortals who chorus the forty-year-old refrain, "*We've tried it and it didn't pay!*"

Why is this? Why is it that accounts, born of healthy parentage, placed in healthy surroundings—I should say newspapers and magazines—die of progressive infantile paralysis? Why is it that still other accounts, grown to sturdy manhood, are swayed by the vacillating will or varying opinion of managers or agents? Why is it that we find them this year with the newspapers, next year with the magazines, and finally monkeying with the buzz-saw of direct mail series?

There must be some reason for this. If the lines of success were clearly defined, so that the actual relative values of any given class of mediums for any given class of merchandise could be accurately determined, or at least accurately reasoned, there need be few floundering, perishing swimmers in the sea of publicity. With *knowledge* to replace *opinion*, with *proven data* to replace *guessing*, there need be no switching of large accounts from one medium to another, with one eye on the sales barometer and the other on the hundred sales conditions that must be discounted to determine the net result due to advertising.

J. B. Duke used to say, "Give me the details and I can figure the result for myself." He didn't care for a salesman's biased opinion; he couldn't be moved by eloquence; he was not to be won over

by persuasion; he never bought goods because a salesman threw in a *risque* story; he wanted the *facts*, and he wanted the data that proved them to *be* facts.

For in the last analysis promotion consists of digging up all the facts about a proposition, and presenting them in such fashion that their vital significance is fully absorbed.

To be successful in the long run it must be applied to a sound selling proposition. If so applied, and intelligently directed, its results are as sure as the multiplication of cattle and as permanent as steel beams.

A certain publication—one of the most important in the field—had up to two years ago gotten its advertising against heavy resistance owing to a prejudice against its methods of securing circulation.

It had high-grade solicitors, and they worked hard—they had to in order to overcome the resistance. And they were powerless to fight the prejudice effectively, because deep down in their hearts they weren't sure that it wasn't justified. They didn't like to talk about it and they wouldn't. They hadn't a single material fact to prove quality of circulation except by class and editorial quality of the publication. In their own advertising they ignored the subject.

But there came into the organization a keen analyst. He wanted to know the facts, whether they should prove good or bad. He devised a system for checking the circulation, by means of which inside of a year he knew the occupation of four-fifths of all those who bought the paper. He had the information tabulated and passed on by expert accountants. He ascertained the minimum average yearly income of each class; multiplied it and found that his circulation reached \$750,000,000 of buying power per year; averaged it and found that his average family income was \$1,517 per year—both figures being minimums.

Other facts of equal importance came out. As the thing grew it burst into a campaign of fact-publicity that was one of the most



remarkable successes I have ever seen. Did the solicitors have to dodge the question of circulation methods any more?

When they got down to the facts they discovered that those methods had for years been producing the finest periodical circulation in America.

And for years they had been dodging the question!

To call attention to the record-breaking population growth of the city, the Birmingham, Ala., *Ledger* is sending out, in circular form, reprints of the first page of its issue on which the census report appeared. The last census gives Birmingham 132,685, an increase of 245.4 per cent over the showing of 1900.

The "Popular Trio," comprising *Ainslee's*, the *Popular* and *Smith's* magazines, have moved their Chicago offices from 1806 Commercial National Bank Building to 1152 People's Gas Building.

Edward T. Walker, manager of the *Engineering Record*, a son-in-law of President William W. Supplee, of the Supplee Hardware Company, has been elected a director of the latter company.

## THE LIMIT IN PRICE CUTTING.

WHEELING, W. VA.

Editor of PRINTERS' INK:

I enclose an advertisement taken from a current newspaper that seems to me to have all the "Doomed" and "Forced to the Wall" clothing ads beaten a mile.

Perhaps you would care to reproduce it in PRINTERS' INK. It might interest

## Cyclone of Cyclones

GREAT SALE OF

TEAS, COFFEES AND GROCERIES

Our CO-OPERATIVE PLAN enables you to save TEN, TWENTY and THIRTY PER CENT and UPWARDS.

GIANTIC BARGAINS—UNHEARD-OF PRICES

some of your readers as a fitting follow-up of Wallis Boileau's article on "Trading Up vs. Trading Down," which you published recently.

It looks like too good a chance to miss. There may never be another like it—for still there is hope.

H. O. TIBBETTS.

A. M. Candee and Raymond T. Carver, of the Milwaukee Advertisers' Club, talked on advertising before the University of Wisconsin School of Journalism, January 12th.

## Number Six is on the Boards

The College World has graduated from the beginners' class and is no longer a new magazine.

The time of guessing, doubting and prophesying is past—the College World has proven itself a permanent publication—a profitable advertising medium—a National magazine for College Men. February marks the sixth issue, the first half year of progress. Have you watched The College World? There hasn't been a single slip or stumble in its growth.

Each issue has shown more advertising, more stories, more pages. But here is the big proof.

The College World is growing tremendously—growing in circulation.

College Men and Alumni, men of brains and means are on the roster of readers.

You can profitably advertise your merchandise to these readers. Let us call and tell you the whole story.

**THE COLLEGE WORLD CO.**

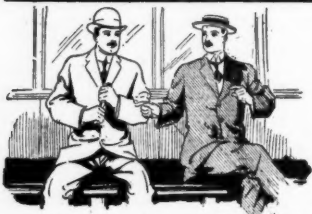
1 Madison Avenue

In the Tower

## CREATIVE ADVERTISING FOR EMPLOYMENT AGENCY.

PHILADELPHIA DEVELOPS SOME MOST  
INTERESTING COPY—DAILY NEWS-  
PAPERS USED TO START THINGS.

That employment agencies might effectively use display advertising in daily newspapers has never been discussed to any extent, and certainly never put to the actual test until the last few months. The Henry Greenwald Company, which has been conducting an employment agency in Philadelphia for the last thirteen years, being convinced that in these days of the specialist in business there is great need and should be great demand for expert



### Where Can I Get a Crackerjack Chief Clerk?

"Johnson left me last night without notice.  
I must have a new man today."

How would YOU, Mr. Employer, if taken unawares, go about locating a new chief clerk?

Would you send for twenty men and go through the tedious process of examining them one by one to find the right man—the man who had that peculiar combination of qualities required in a chief clerk?

Ask any one of our nine hundred clients the most direct way the simplest way, the most businesslike way to secure men. He will tell you to

### "CALL UP GREENEWALD"

When you call us up we consult the record which is kept of every man we enroll and then make a careful selection.

All preliminary details have been attended to, when a man sent by Greenwald enters the employer's office. Requirements have been stated to us, and we send a man who fits the job.

We handle office and power plant workers exclusively. This includes Superintendents, Cashiers, Book-keepers, Stenographers, Clerks for every capacity, both men and women.

Of the applicant, we ask no registration fee and make no charge whatever unless position is secured. Ask for booklet.

No Charge is Made the Employer

We Do Not Furnish Domestic Help

**HENRY GREENEWALD CO., 250 S. 11th St.**

Exton—Rm 314

"CALL UP GREENEWALD"

Bel—Fibert 4717

Licensed and Bonded

Established 1898

assistance in choosing employees, decided to try a newspaper campaign to bring into camp the so-styled "big fellows" who have always discountenanced the employment agency.

Until recently the only publicity given the employment agency business has been through booklets, circulars and the classified

columns of the daily press. December, however, concluded a campaign of display advertising which the Greenwald Company has been running since August. One newspaper has been used and the spaces have varied from two hundred to four hundred lines per insertion. Illustrations calculated to appeal to both the employer and the employee have added human interest to the copy which has been built around keen catch-sentences that were prepared to carry their message with a ring of optimism to all classes interested.

The accompanying reproduction shows the type of copy that has been used.

The advertiser attributes to this campaign not only a largely increased general business, but a new interest on the part of both high salaried men and many of the great business houses of Philadelphia.

### AN ALL-TEXAS BANQUET.

Unusual in several respects was the "catalo" banquet given by Col. Frank P. Holland, of *The Farm and Ranch*, January 10th, to his fellow members of the Dallas (Tex.) Advertising League, composed of more than 100 of the active advertisers of the city, and attended by members of the Fort Worth Ad Men's Club and business men from all over Texas, as well as by Governor Haskell, of Oklahoma, and other special guests. Except the ingredients of things to drink, every article on the menu was grown in Texas. Chief among them was catalo, the meat of the crossbred animal between the buffalo and common cow; the flesh of the karakul or caracul sheep, and bread and cake made from Texas cotton seed flour. Complimentary allusion was made to Col. Goodnight, of Texas, as one who had commercialized karakul or Russian sheep, "whose coming had been more advertisement for Texas than anything else since the Galveston storm."

### NEW TRADE PRESS ASSOCIATION OFFICERS.

The Chicago Trade Press Association on January 6th, chose these officers: President, E. R. Shaw, *Practical Engineer*; vice-president, J. F. Nickerson, *Ice and Refrigeration*; treasurer, Evan Johnson, *Office Appliances*; secretary, W. S. Packer, *National Builder*; executive committee, Morton Hiscox, *Retail Coalman*; J. Newton Nind, *Furniture Manufacturer and Artisan*; Tracy Luc-oock, *American Lumberman*. The meeting was one of the most enthusiastic ever held by the Association.



are quite a number of roofing and other manufacturers soliciting business by mail.

Mention must be made of the wide publicity of the Canadian Pacific and Grand Trunk Railroads, for these two corporations are very important factors in the great expansion of Western Canada. The advertising which these roads have placed in the farm papers of the United States is bringing thousands of American farmers across the border every year, and once these men get settled and experience the great crops they can produce on this side, they are not slow writing the

market, and are not surrounded by the ultra-conservatism and prejudices that often prove detrimental to European concerns.

The Dominion Government anticipate the immigration figures to reach 500,000 next year, the bulk of which will undoubtedly locate in the Western provinces. It will pay American advertisers to look over this market *personally*, secure *on-the-spot* advice as to the best methods of tackling same, for by doing so *now*, they will be able to get an entrenched position much cheaper than they would be able to do later on.

#### ADVERTISING AS AN INVESTMENT.

The Springfield Publicity Club, of Springfield, Mass., held a notable meeting, January 9th. Robert Tinsman, of New York, vice-president of the Federal Advertising Agency, spoke of advertising as an investment. S. R. Latchaw, of Boston, spoke of national advertising as it affects the textile industry. Edward F. Trefz, of Chicago, considered the duty of advertising. President C. A. Stein, of the club, presided, and there were about seventy-five present.

Mr. Tinsman said, in the course of his talk:

"Too much has been written about the art of advertising. Too many miracles have been proclaimed from the rooftops; and the conservative business man shakes his head.

"After the first advertising shudders have come and gone, however, the manufacturer faces the facts and becomes interested. He discovers a fundamental reason why his product should enjoy the preference of the consumer, and when this reason why is expressed in an attractive trademark and label, he first appreciates the fact that advertising is investment.

"We want him to appreciate the fact that he really owns his own business, for the first time in its history. No longer is he dependent upon a few distributors who can dictate their own terms and force him to deliver the product, even at a loss, to keep his employees busy when times are dull.

"He owns a known product, standardized and enthroned in the confidence of the great consuming public. In good times and bad the public prefers the reliable articles. He has built upon a rock. And each succeeding year he keeps it up he adds to his investment's value."

Miss M. H. Simpson, editor of *Advertisers' Magazine*, formerly published in Kansas City, Mo., is now connected with the Charles W. Hoyt Advertising Agency, New Haven and New York. Miss Simpson will be in the New York office, and will make a specialty of "ladies' wear" accounts.

**Will You Take Advice From Men In Your Own Business?**

Long before the automobile was invented, a public had to be won. The Cockshutt Engine Gang, a public body for many years, has been successful in its efforts to win the public. It has been successful in its efforts to win the public. It has been successful in its efforts to win the public.

**Write For The Booklet**

Send for the booklet "The Cockshutt Engine Gang" and you will learn the full story of this great Canadian product. It is a booklet that will tell you the full story of this great Canadian product. It is a booklet that will tell you the full story of this great Canadian product.

**COCKSHUTT ENGINE GANG**

**See The Cockshutt Dealer**

**COCKSHUTT ENGINE GANG WINNIPEG**

BRANCHES: WINDSOR, KENORA, SASKATOON, CALGARY, EDMONTON

#### NEW CANADIAN TREATMENT.

"folks at home" inviting them to share in their prosperity.

Western Canada is receiving great attention from European manufacturers just now. Germany is getting a good grip on the market, and British firms are also coming over in goodly numbers. The field, however, offers just as great, if not greater opportunities to the American advertiser, for notwithstanding the tariff, the manners and customs of the people are essentially American, and manufacturers to the south have the advantage of being in close proximity to this

**LITTLE TALKS WITH WISE ADVERTISERS****NUMBER SIXTEEN**

There is one textile mill employing 15,000 operatives, burning 150,000 tons of coal a year, and having something like 150 acres of floor space. The mill corporation owns the homes in which the operatives live. There is hardly a product sold which the heads of this mill do not buy—all kinds of machinery and power appliances, building materials for manufacturing establishments and houses. The heads of the mill, as well as the heads of departments, subscribe for the American Wool and Cotton Reporter.

There are about 7,000 textile mills represented in this biggest industry of the United States,—the most capital invested, most operatives employed, most wages paid and greatest value of product. These mills use 2,000,000 steam horse-power, 1,500,000 horse-power generated by water.

Seven hundred complete towns are owned by textile corporations; that is, the mill heads buy not only for the manufacturing establishment, but they build and own in these towns streets, houses, schools, churches, electric-lighting plants, etc.

We want to send a man to you wherever you are to tell you more about the American Wool and Cotton Reporter, the industry which we cover, and the opportunity for an increased sale of your product to textile manufacturers. If you want to know more about this great industry, the man who will come to see you can give you full information about it, and after giving that information will take the first train home if you are not immediately interested in his plan for promoting the sales of your product.

**American Wool and Cotton Reporter****FRANK P. BENNETT & CO., Inc., Publishers****BOSTON****NEW YORK****PHILADELPHIA****WASHINGTON**

## ***Don't Overlook This Market***

---

# **13,000 of The Best Kind of Customers**

## **The Big, Prosperous Fruit Growers of the Country**

This is the market you can reach through the advertising columns of **BETTER FRUIT**, the national organ of the big fruit growers.

# **BETTER FRUIT**

**The Only Fruit Grower's Paper in America  
Devoted Exclusively to Fruit Growing**

The big fruit growers of the country swear by **BETTER FRUIT**. It is their magazine—devoted entirely to their welfare and prosperity. These 13,000 fruit growers and their families read **BETTER FRUIT** through every month.

65 pages of advertising in the January issue prove that **BETTER FRUIT** gets results for its advertisers. The country's big fruit growers are prosperous. Their incomes are increasing, and they spend money freely to surround themselves with comforts and luxuries, as well as necessities.

Are you overlooking this market? Then send for a copy of **BETTER FRUIT** and further facts today. You will find investigation profitable.

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**BETTER FRUIT PUBLISHING CO.**  
HOOD RIVER, ORE.

## THE FARM PAPER ADVERTISING EVOLUTION.

HOW RAPID STRIDES IN EDITORIAL IMPROVEMENT, ADVERTISING POLICY AND APPRECIATION OF RURAL MARKETS HAVE HEALED UP BIG FARM PAPER ADVERTISING GAINS—COMPARATIVE TABLES SHOWING MAGAZINE AND FARM PAPER ADVERTISING TOTALS.

*By H. Willson Ingram.*

Agricultural papers are no longer scoffed at and turned aside. They no longer have to sit by and see general publicity accounts going into the dailies and monthly magazines. So much has been crowded into the press in general during the past year or two regarding the farmer's prosperity, that advertisers who three years ago would have declared the farm press to be no good for their wants, have been looking into them, and as a result several are now in their columns. The condition of the country has had much to do with this, but the publishers themselves are entitled to a great deal of credit.

The editors have been turning out better papers during the past two or three years than ever before, and in general the publishers have been following the lead of one or two of the principal ones, who, some years ago, put into vogue the guarantees, the eliminating of medical advertising and considerable of what is known as "cheap John" mail order advertising which formerly found its way to a considerable extent into this class of papers.

Considerable emphasis should be laid upon what this means. The better class of farm papers go thoroughly into this question, and there are some who so firmly believe in living up to what their editorial columns state that instances are on record where the advertiser who attempts to take unfair advantage of a subscriber is immediately blacklisted and not allowed to do any more advertising in that paper.

This idea of protecting the farmer against unscrupulous dealings

is growing stronger each year. Several agricultural papers will not admit commission merchants because of the uncertainty involved in the transaction between them and the subscriber.

Radical changes have occurred in but three years. Papers that formerly admitted obnoxious medical advertising do not take it at all.

It may be said with correctness that the farm papers as a whole are bringing far better results than ever. We have it on the best of authority that a page advertisement in a certain poultry annual issue of a prominent farm paper a year ago brought through the mails in direct cash orders over \$16,000. A recent page advertisement in a prominent weekly from one insertion brought in \$4,500 in orders, and innumerable instances are on record of what would appear to be extremely profitable returns to advertisers who are now using the farm press.

Automobile manufacturers during the past two years, but particularly during the past twelve months, have been liberal users of space in the farm press. How could they afford to do otherwise when it has been proved conclusively that the farmers are larger users of medium priced automobiles than any other class of people? To-day practically every automobile advertiser of cars, ranging to \$2,500, are using the agricultural press, and in the special automobile number of *Orange Judd Farmer* last August there appeared nearly 12,000 lines of automobile and automobile accessory advertising. Some of the higher priced automobiles are now or soon to be advertised in the farm papers, because it is admitted by manufacturers that while at the present time farmers may not be in a position to buy \$3,000 to \$4,000 cars, the publicity which is given is valuable in connection with other work, and the feeling is that the farm papers are entitled to some of this advertising.

Would any reader to-day have believed five years ago that Colgate & Co. would go into the farm



papers? The American Tobacco Company have just placed a large contract for agricultural papers and the National Cloak and Suit Company, who made a short trial some two years ago, have again made up a list, and their large double column, attractive advertisements are now appearing in the most prominent farm papers.

Perhaps the latest publicity concern to be attracted to the farm papers is the United Shoe Machinery Company, who are now using a selected list, with space aggregating over 2,000 lines in each paper, the appropriation being split up between Batten and P. F. O'Keefe advertising agencies. Priestly & Co., of New York City, the cravenette people, are making a special try in farm papers, and the report is that they are extremely well pleased. An extension of their list may be looked for undoubtedly. Several other advertisers who may be considered magazine advertisers and who have gone into the agricultural press during the past year are as follows:

E. T. Burrowes Company, Portland, Maine. Game tables.  
Brooks Manufacturing Company, Saginaw, Mich. K. D. furniture.  
Cooper Manufacturing Company, Bennington, Vt. Underwear.  
Hoosier Mfg. Company, New Castle, Ind. Kitchen tables.  
Pacific Mills, Boston, Mass. Dress goods.  
George Rockwood & Co., Bennington, Vt. Underwear.  
Standard Oil Cloth Company, New York City. Sanitas.  
Standard Mail-Order Company, New York City. Wearing apparel.  
Wright's Health Underwear Company, New York City. Underwear.  
John Wanamaker, New York City.

The watch concerns are active in the farm papers. Ingersoll has a large campaign going, while the South Bend Watch, Waltham and Big Ben are also to be found in the columns of the leading farm papers.

It is an interesting commentary on the volume of business running in farm papers to know that the *Dakota Farmer* carried in its March 1 issue 191 columns. or 38,436 agate lines. This is a larger number of agate lines than was carried in any of the maga-

zines for the month of April, with the exception of the *Ladies' Home Journal*, which carried 41,600, and is 7,000 more lines than was carried by the *Woman's Home Companion* in the same issue.

Orange Judd Farmer,  
New England Homestead,  
American Agriculturist,  
Breeder's Gazette,  
Iowa Homestead,  
Mail and Breeze,  
Wallaces' Farmer,  
Hoard's Dairyman,  
Kansas Farmer,  
Dakota Farmer,  
Twentieth Century Farmer,  
Wisconsin Agriculturist,  
Ohio Farmer,  
National Stockman and Farmer,  
Northwestern Agriculturist,  
Rural New Yorker,  
St. Paul Farmer,  
Michigan Farmer,  
Indiana Farmer,  
Country Gentleman,  
Farm, Stock and Home,  
Practical Farmer,  
Farm and Home,  
Farm and Fireside,  
Farm Journal,  
Successful Farming,  
Home and Farm,  
Agate lines, 1909.....11,538,248  
Agate lines, 1910.....12,526,274

Gain for 1910..... 988,026

It will be seen from the above table, showing twenty-seven agricultural papers, that they carried a total for 1909 of 11,538,248 lines and for 1910 12,526,278, or a gain of very close to 1,000,000 lines.

Below is shown a list of twenty magazines, together with the agate lines carried for the years 1909 and 1910, together with the gain, and a corresponding number of prominent farm papers, showing lines and gains for the same two years.

Ladies' Home Journal,  
Woman's Home Companion,  
Good Housekeeping,  
Delineator,  
Harper's Bazar,  
Everybody's,  
McClure's,  
Review of Reviews,  
Munsey,  
Cosmopolitan,  
Century,  
Harper's Monthly,  
American,  
Scribner's,  
Ladies' World,  
Housekeeper,  
Designer,  
New Idea,  
Pearson's,  
Metropolitan,  
Agate lines, 1909..... 4,946,720  
Agate lines, 1910..... 5,116,435

Gain for 1910..... 169,715

# The Farm Paper Situation

in Minnesota, the Dakotas and Montana is Easy to Solve

**Circulation** 1. **QUANTITY**—140,000 farmers in this section are regular subscribers to *The Farmer of St. Paul*. No other paper claims over 100,000.

2. **QUALITY**—Every name carried on *The Farmer* subscription list is a subscriber who pays for the paper—one who takes it because he values it, not to get a free premium. Investigation proves that subscribers pay more for *The Farmer*—net to the publishers—than for any other Northwestern farm paper. In fact, *The Farmer* is notable

to-day the recognized authority upon live stock matters in the Northwest and the only live stock advertising medium in its field which the farmer and breeder seriously considers.

## Special Editorial Features

In addition to regular departments covering all phases of farm work, *The Farmer* receives and publishes more contributions from farmers than any two competitors, a fact that illustrates the confidence and spirit of mutual



in the publishing world for the large proportion of its subscription price which is actually netted after deducting all agents' salaries and expenses. Some papers charging a dollar receive less than 10 cents net. *The Farmer* record is six times as good. In addition, its subscription methods are clean and business-like and are absolutely in compliance with the government postal regulations.

## Editorial Strength PRESTIGE—

*The Farmer* has always maintained an editorial staff of the most talented and best known writers, insisting that they be trained by experience in addition to having the theoretical knowledge of agricultural colleges.

For 28 years the paper has helped solve the farming problems of the Northwest, through all the formative period, and now in the time of prosperity it is still the business guide of its subscribers, as attested by the fact that subscribers of 10, 15 and 28 years' standing are a common occurrence.

*The Farmer* gained a tremendous advantage through its early advocacy of diversified farming, and especially the raising of live stock. Now that the live stock farmers are the most successful men in this section, and when all farmers realize this fact, *The Farmer* enjoys the benefit of its foresightedness through the friendship and confidence of this best class of farmers. In consequence, *The Farmer* is

helpfulness felt by the readers and which keeps the paper in closest touch with the farmer.

## A \$50,000 Experiment Farm

Another feature which has added greatly to the reputation and effectiveness of this paper is *The Farmer Experiment Farm*. On this 400-acre farm the publishers produced the champion herd of Berkshire hogs of the United States in 1910. Other pure bred stock of note have also been raised. *The Farmer* farm has worked out many other problems with valuable results for readers of *The Farmer*.

## Superior Printing Facilities

*The Farmer* is printed and issued from its own publishing establishment, the largest and finest printing plant West of Chicago. This plant has been built up by *The Farmer* and for *The Farmer*, consequently the paper is unequalled in typographical make-up, quality of illustrations and fine presswork. Over 250 employees are required in *The Farmer* plant, which runs night and day.

## Clean Columns

The advertising columns of *The Farmer* are more carefully scrutinized than those of any other paper in the Northwest. Every advertisement must be clean and wholesome, every advertiser reliable and no concessions in rates or terms are made to anyone. Ask any advertiser or agency.

This is the kind of a Farm Paper that pays advertisers

**The Farmer**  
St. Paul, Minn.

Webb Publishing Co.  
Publishers

**CHICAGO OFFICE**

Geo. W. Herbert, Manager  
First National Bank Bldg.



**NEW YORK OFFICE**

Wallace C. Richardson, Inc.,  
Manager, 41 Park Row

Orange Judd Farmer,  
 New England Homestead,  
 American Agriculturist,  
 Breeder's Gazette,  
 Iowa Homestead,  
 Mail and Breeze,  
 Wallaces' Farmer,  
 Hoard's Dairyman,  
 Kansas Farmer,  
 Dakota Farmer,  
 Twentieth Century Farmer,  
 Wisconsin Agriculturist,  
 Ohio Farmer,  
 National Stockman and Farmer,  
 Northwestern Agriculturist,  
 Rural New Yorker,  
 St. Paul Farmer,  
 Michigan Farmer,  
 Indiana Farmer,  
 Country Gentleman,  
 Agate lines, 1909.....10,041,508  
 Agate lines, 1910.....10,898,257

Gain for 1910..... 856,749

It will be noticed that while the twenty magazines carried a little over 5,000,000 agate lines, the agricultural papers carried twice as much, and that while the gain in the magazines for 1910 was about 170,000, in the farm papers, it was over 850,000 agate lines.

*Everybody's* for 1909 carried 421,204 agate lines, yet eleven agricultural papers in the list carried more space than this, while the *Breeder's Gazette* carried two and one-half times as much space as *Everybody's*. For 1910 *Everybody's* again carried the greatest number of agate lines—395,387—a loss of about 27,000 lines, yet in the same list of agricultural papers there were fifteen that carried more space than this, *Breeder's Gazette* again carrying three times and over as much space as *Everybody's*.

Every one of the above twenty agricultural papers made a substantial increase in space in 1910 over the preceding year, while in the above list of magazines they all gained with the exception of five.

#### G. H. POTTER IN NEW POSITION.

G. Herbert Potter is with the Curtis Publishing Company, working in the Philadelphia field. He was until recently advertising manager of *Farm & Fireside*, of New York, a position he filled for over three years. S. Keith Evans is acting as advertising manager of *Farm & Fireside*, as well as of the *Woman's Home Companion*, also published by the Crowell Publishing Company.

#### POOR RICHARD FOLK WOULD ADVERTISE PHILADELPHIA.

The Poor Richard Club, at its annual banquet January 17th, to commemorate Benjamin Franklin's birthday, showed a strong sentiment in favor of advertising Philadelphia. Thomas Martindale, who presided; Edward F. Trefz, of Chicago, special counsel for the Associated Bill Posters of America, and other speakers spoke in this vein. "What might proper advertising do for a city like Philadelphia, with its history," asked Mr. Trefz, "when it has done so much for other cities without a history to make them famous?" The club may purchase an adjoining lot in order to enlarge its clubhouse.

#### CHICAGO MAIL-ORDER LOAN BUSINESS

A mail-order loan business in Chicago has been interrupted by the postal authorities through the arrest of Sam C. Kantor, 45 East Forty-seventh Street, with supposed banking offices at 112 Dearborn Street. Kantor is said to have advertised extensively in rural papers, offering loans to anybody without security, and 5 per cent. interest on deposits made with him. To those who asked for loans, he is said to have asked for references and an investigating fee of \$2, and subsequently to have refused both loan and refund of fee. More than 1,000 persons are said to have paid him \$2 each.

#### MANNING LEAVES WALKER'S GRAPEJUICE FIRM.

Fowler Manning, sales and advertising manager of the Northeast Grape Products Company, makers of Walker's Grapejuice, has resigned, to accept a position as sales and advertising manager of the Colgan Gum Company, Louisville, Ky.

The Salt Lake Ad Club held its annual meeting in its new clubrooms, January 4th, and chose these officers: President, T. F. Thomas; vice-presidents, Ben Davis and Homer F. Robinson; secretary, John D. Giles; librarian, J. J. O'Connor; executive committee, A. B. Carstensen, Scott W. Anderson, C. R. Brazier and Paul Hammer.

The regular weekly luncheon of the Advertisers' Club of Milwaukee was held Wednesday, January 18th. Seventy members and guests were present. The practical talk was given by M. C. Rotier, who spoke on "Type Faces." A. M. Candee, president of the club, was presented a gavel made from the door of the old club rooms which were recently burned. At the meeting, January 26th, C. M. Burdick will speak on "Process Engravings and Electro-types."

The Railway Advertising Bulletin Company, of Fort Wayne, Ind., has been incorporated with a capital stock of \$10,000 to manufacture and sell advertising devices, by William C. Millet, M. E. Bates and Thomas J. O'Dowd.

## Who Buys The Machinery in Textile Mills?

It is the man who knows about machinery. He may be proprietor, president, treasurer, manager, superintendent, or head of a department, but you can depend upon it that he reads

The →

*Facts  
About  
The  
Textile  
World  
Record*

*The  
Medium  
That  
Covers  
The  
Textile  
Field*

## Textile World Record

Every trade paper has a certain selective quality. The character of its subscribers depends upon the character of its reading matter.

The 6,000 mill men who pay \$2.00 a year in advance *out of their own pockets* to read the Textile World Record do so because it specializes on the processes, machinery and equipment of textile manufacturing. They are men who will be interested in your advertisement if it be of that character.

There are several excellent textile papers, but there is no other like the Textile World Record. Its subscribers spend approximately \$200,000,000 a year for machinery, equipment and supplies, and its advertisers get most of that huge sum.

May we help you to get your full share of this business?

Send for "The Textile Mill Trade—How to Reach It"

(Circulation Examined by the A. of A. A.)  
**LORD & NAGLE COMPANY, Publishers**  
144 Congress Street      Boston, Mass.

# NEW ENGLAND

## The Great Market Place

New England is the great market place of the country because the buyers are here in great number—buyers with well-filled purses and a desire to exchange their money for things whose excellence is brought to their attention.

The wealth of New England is proverbial and it comes from making as well as saving money, for no one lives better than the average New Englander.

New England workmen tan hides that are fashioned into the best and most popular-priced footwear in the world.

The trades skill of New England takes the virgin gold of the West and fashions it into ornaments to be worn by the belles of all nations.

The spindles of New England spin the cotton of the South and the wool of the West, and its looms weave beautiful fabrics that are worn in every city, town and hamlet in the country.

In the brain of a New Englander was conceived the idea of the sewing machine, and to-day the world listens to the hum of the Yankee air sung by its moving shuttle.

To a New Englander came the thought of the telephone which to-day bridges all distances because that thought was backed by New England money.

New England capital not only promoted its own enterprises but it went abroad and lent a helping hand to the struggling South and West in their infant mining and manufacturing enterprises.

New England is rich because she has earned her riches by blazing the way in promoting invention and manufactures.

This great market place is the place to try out any campaign.

By using the daily newspapers massed sales may be made, making for less travelling expense and less cost in distribution.

Good newspapers promote good local sales.

"National sales are the sum of local sales in many localities."—Dockerell.

"I never have and never shall minimize the powers of newspaper advertising as a great local sales force."—Frothingham.

*Ten Representative New England Dailies in Ten Good New England Cities.*

<i>Burlington, Vt., Free Press</i>	<i>Worcester, Mass., Gazette</i>
<i>Portland, Me., Express</i>	<i>Springfield, Mass., Union</i>
<i>Lynn, Mass., Item</i>	<i>Meriden, Ct., Record</i>
<i>Salem, Mass., News</i>	<i>Waterbury, Ct., Republican</i>
<i>New Bedford</i> <small>STANDARD AND MERCURY</small>	<i>New Haven, Ct., Register</i>

SOME PLANS FOR EFFECTIVE  
SELLING CO-OPERATION.

At the January meeting of the Copy Club, R. Wentworth Floyd, of the *Woman's World* discussed sales and advertising co-operation. He cited an instance where the sales manager and his entire department were rendered superfluous. A St. Louis shoe manufacturer during the last few months sent his retailers a forecast of his advertising and a trunk key. He then expressed a trunkful of samples to the nearest retailer, asking him in a letter enclosed to make his own selection, mail his order, and then express the trunk to the next retailer on the list. When the trunk was returned by the last retailer on the circuit, the shoe manufacturer found that his selling cost had been reduced from  $2\frac{1}{2}$  to  $1\frac{1}{4}$  per cent.

In another instance, circulars costing \$3,500 were sent out by mail, announcing a forthcoming advertising campaign. These brought direct orders for  $2\frac{1}{4}$  carloads of the product, and in two months, before a line of advertising had been run, the profit on sales made with the advertising as a lever, amounted to more than \$40,000.

Another firm sent out 30,000 circulars, outlining intending advertising, and got not even a whisper in response because the advertising manager failed to consult with the sales department and transgressed against fixed trade customs.

W. H. Ingersoll, of the Ingersoll Watch Company, spoke on the need of collating a knowledge of advertising and the developing of an advertising psychology to prevent the present enormous waste. He also urged advertising men to fight against excessive profits on advertised goods.

Mr. Morse, head of the Correspondence School of the People's University, discussed circulation. He quoted the late third assistant postmaster general to the effect that with a few exceptions every periodical published in New York City could be denied the second-class privilege if the post-office rulings were strictly enforced.

SPENT \$8,000,000 ADVERTISING  
WATERMAN PEN.

Suit for an injunction to restrain A. A. Waterman & Co., a corporation organized in Arizona, and doing business in Chicago, has been filed in the Superior Court in that city, by attorneys representing the L. E. Waterman Company, a New York corporation engaged in the manufacture and sale of fountain pens. The complainant company charges the other company with infringing upon its patent and the use of the name "Waterman" on the pens sold by it. It states that it has spent over \$8,000,000 since 1883 in advertising the name "Waterman" in connection with the sale of its pens.

As a city-booming idea, Duluth and Superior, Minn., business men have agreed to print a map of the Head of the Lakes District on their letterheads and envelopes. This idea was born in the Commercial Club.

**A New England  
Paper of Power in  
its Community!****The  
Worcester  
(Mass.)  
Gazette**

A paper that stands for the City's best interests.

Respected by and holding the full Confidence of Worcester's people.

All Classes read it—and BELIEVE IN IT!

**Largest Evening  
Circulation of any  
paper in Central or  
Western Massachusetts**

JULIUS MATHEWS, Representative.

**3 MONTHS'  
GAIN**

The net sold circulation of

**The Chicago  
Record-Herald**

Daily, December 31, 1910

Sunday, December 24, 1910

**Daily, 198,162  
Sunday, 210,044**

Three months' gain; Daily,  
**60,121; Sunday, 23,706.**

*The*  
**Chicago Record-Herald**

New York Office, 437 Fifth Ave.

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# Opportunity

THE MAGAZINE OF PROGRESS

with which is incorporated  
**THE PROGRESS MAGAZINE**  
 guarantees a minimum circulation  
 during 1911 of 200,000 per month  
 and will give a pro rata refund for  
 any shortage, furnishing advertisers  
 with absolute proof of circulation.

## Quality Circulation

OPPORTUNITY reaches the highest class of magazine readers—those who are in search of information and who are bent on accomplishing more. The magazine appeals to the strongest trait in human nature—self interest—and has a great influence on the minds of its readers. Write for a copy of the magazine and see for yourself the class to which it appeals.

Quantity circulation + quality circulation at reasonable rates = results for advertisers. Take space in March and receive fifty thousand free circulation. Rate \$400. per page.

# OPPORTUNITY

Published by

THE PROGRESS COMPANY

CHARLES D. MITCHELL, Adv. Mgr.  
 210 MONROE STREET  
 CHICAGO, ILL.

THOMAS S. SOLLERS	RHODES & LEISENRING
Representative	Representatives
Reliance Building	Unity Building
KANSAS CITY	CHICAGO

A. H. GREENER, Representative  
 140 Nassau St., NEW YORK

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## UNINTELLIGENT DOMINATION IN ADVERTISING CAMPAIGNING.

THE OBSTACLES AN ADVERTISING AGENT IS COMPELLED TO FACE WHEN WHIM AND CAPRICIOUS INTERFERENCE SWAY ADVERTISERS—WOULD A RETAINING FEE GIVE MORE PROFESSIONAL FORCE TO AN AGENT'S ADVICE?

By Howard P. Rockey.

It has become the custom to suppose that a lawyer is learned in the law. Accepting this as an established fact, manufacturers and heads of large corporations do not attempt to fight their legal battles without the aid of counsel of standing. Likewise custom has established the place of the doctor of medicine. When ill, the sensible man seeks a doctor he believes in, and does what that doctor tells him. No sane man pays money to either a lawyer or a doctor to turn around and act in the face of the advice for which he pays.

And yet how many manufacturers and sales agents, after retaining an expert advertising agent, insist upon carrying out their advertising campaigns according to their own ideas instead of those of the agent? Instances of this sort of advertising suicide are too numerous to mention. Every advertising agent is familiar with the manufacturer who is confident that he knows more about advertising than does the man who makes it his profession.

The manufacturer or sales agent referred to may be classed with Emperor William, T. R., or other equally, if not more, august personages. They believe that because they are successful in their own line they are perfectly capable of handling the advertising of the goods they make or sell. In some instances, perhaps, they are capable of doing so. In most instances, however, it is a safe gamble that they are not.

No sane advertising man will deny that complete co-operation is necessary for a successful advertising campaign. Co-opera-



tion, however, does not mean *domination*. It stands to reason that the man who has been making and selling goods for years ought to know something about their selling points. He ought to know why they are salable—why the consumer wants them—and what advantage there is to the dealer in stocking them.

There is no valid reason why he should know how to tell this information to either the dealer or to the consumer, however. There is still less reason to suppose that the sales agent should know all the little ins and outs of the advertising proposition. But few advertising men know *all* about it—although there are some who admit that they do.

Suppose the advertising agent goes to a manufacturer or to the head of a big selling corporation and outlines a plan which his experience tells him will bring results. The sales agent is pleased. He believes in advertising, and the plan looks good to him. He gets his appropriation and approves the plan. The advertising agent gets to work, determined to do his level best and make good.

Then the sales manager or sales agent or manufacturing official changes his mind about this, and that. He rejects sketches, chops up copy, and tampers with the schedule of mediums selected. Perhaps he has reasons, or thinks he has. In any event, he insists upon doing things his way, and he turns down, one after another, the carefully made plans of the agent, who is convinced that his way is the successful one, and perhaps *knows* that the advertiser's whim is folly.

"You expect to make your advertising pay, and yet you will not do the things that are necessary to accomplish that end," he tells the advertiser. "You might as well expect your machinery to run perfectly with one of the cogs left out, as to carry out half of my plan and leave the rest undone."

But the advertiser smiles in a superior way and accuses the agent of having pet schemes that he wants to try out with the ad-

## Maine's largest daily circulation!

The net paid circulation of the EXPRESS is over fifty per cent larger than that of BOTH other PORTLAND dailies COMBINED

## Maine's largest Sunday circulation

The net paid circulation of the SUNDAY TELEGRAM is larger than any other Maine Sunday paper.

## Evening Express

and Sunday Telegram

PORTLAND, MAINE

JULIUS MATHEWS, *Representative.*

## Largest German Circulation Between New York and Cleveland.

Rochester has a German population of more than 56,000, and all of the surrounding towns are thickly populated with Germans.

47.5 per cent of the Germans own their own homes.

There are 30 German churches in Rochester, the congregations of some of which are numbered among the largest in the city.

There are 116 German Societies and organizations in Rochester.

## The Rochester Daily Abendpost

is the only newspaper that covers this big field.

It has the largest circulation of any German newspaper between New York and Cleveland.

Write for Rate Card and Sample Copies!

**Rochester German Publishing Co.**  
ROCHESTER, N. Y.

# The Louisville Times

in 1910, made a gain of 114,432 lines in display paid advertisements (classified advertisements, most of which are paid for, not included). The **TIMES** beat its afternoon competitor, The Post, 816,690 lines. The **TIMES** record of 1909—297,336 inches, was the largest in the history of the paper, and the gain in 1910 of 114,432 lines, despite an advance in rates, shows the **LOUISVILLE TIMES** continues to maintain the confidence and patronage of the local and foreign merchants who wish to reach the reading and buying public.

vertiser's money. He alters layouts because he likes another effect better. He inserts copy that tickles his fancy, and cuts out those portions which the advertising agent believes essential. For this reason or that he cancels insertions ordered, and directs other mediums to be added to the list. In a word, he takes over the whole execution of the remains of the original plan, and tries to make the advertising agent his office boy.

Perhaps the agent throws up his hands in despair and gives up the account rather than carry on the campaign against his better judgment. Perhaps he continues, hoping that he can still bring order out of chaos and make the advertising a success.

If by chance the campaign does succeed, in spite of the tampering of the sales manager, that worthy promptly says, "I told you so!" If the campaign fails he naturally blames the advertising agent for it.

Such a policy is probably responsible for more advertising failures than anything else. It disgusts the manufacturer with advertising when he really has a proposition that is capable of successful and profitable advertising. It costs the manufacturer money upon which he gets no adequate return, and it injures the advertising agent as well.

Of course, the advertising agent is not infallible. Advertising agents have made mistakes, and probably will for many years to come, for as yet it is impossible to lay out an advertising campaign by rule of thumb. Perhaps advertising is a matter of experience, judgment and horse sense, rather than "science." It may be stating facts—strong selling, telling facts—in a way that will make the consumer at whom it is aimed believe that what he reads is the truth.

But whatever advertising may be, isn't it reasonable to look to the advertising agent to know more about it than the manufacturer? It seems just as logical to take such a position as it is to suppose that a doctor can tell what ails you better than you can

yourself. Wouldn't it be folly to ask a lawyer if you could get away with a pet scheme and then, when he told you you would be put in jail for it, go ahead and do it anyway? Of course, it is the manufacturer's money. If he wants to waste it it is his own business. But the chances are he doesn't want to waste it, and if he does there are lobster palaces and taxicabs—and—well, lots of things that offer more amusement and do less damage if he must throw away a few thousand dollars.

And perhaps it all narrows down to the fact that every one likes to ask advice and then do the opposite. That is, so long as the advice is free. But when it is paid for, the situation is different. The manufacturer doesn't realize, perhaps, that he is paying the advertising agent for his advice and for his service, simply because it is not itemized upon his bill in that way.

But he is paying for it, just the same, and he is entitled to the benefits of that advice and that service. Incidentally he owes it to himself to consider that advice, and in most cases to follow it to the letter.

After all, the moral may be that when a man pays hard cash for a thing he thinks more of it than when he gets it for nothing. When a thing costs money a man doesn't buy it unless he wants it and needs it. Then when he gets it he uses it and uses it carefully.

Isn't it barely possible, then, if the advertiser paid the advertising agent a specified retaining fee, just as he does his physician or his lawyer, that he would have more regard for the agent's advice?

R. B. Herbert, president of the Columbia, South Carolina, Chamber of Commerce, is endeavoring to secure from the general assembly of the state an appropriation, to be used with a fund which the Atlantic Coast Line and Seaboard Air Line have offered, to advertise South Carolina in the West and Northwest.

Herbert F. Price has become advertising manager of the Shepard Norwell Company's department store in Boston. Mr. Price has been secretary of the trustees of the Boston Consumptives' Hospital.

## New Haven

Connecticut's  
Largest City!

## The Register

New Haven's  
Best Paper!

The Register, selling for Two Cents a copy, notwithstanding one-cent competition, has the LARGEST as well as the BEST Circulation of any New Haven paper. It is

### Connecticut's Greatest Classified Ad Medium

Carries more Classified ads than any other paper in the State!

[Classified Rate, 1c word; 7 times, 5c.]

JULIUS MATHEWS, Representative.

## Fifty Years

the leading one family,  
home paper, in a field  
of 60,000. And the  
lead today greater than  
ever.

MERIDEN, CONN.

## RECORD= REPUBLICAN

Published in the morning, yes,  
but it's got the CIRCULATION.  
Almost 8,000 circulation means  
that it reaches four-fifths of

ALL THE PEOPLE!

IT COVERS MERIDEN AND  
FOUR TOWNS.

Sells for 2 cents. 12 to 16 pages.

## THE DUEL FOR THE PANAMA EXPOSITION PRIZE.

NEW ORLEANS AND SAN FRANCISCO CONDUCTING A PRINTERS' INK CAMPAIGN TO "LAND" THE EXPOSITION—DOUBTS EXPRESSED AS TO MERITS OF AN EXPOSITION AS ADVERTISING.

After a few preliminary skirmishes the war between San Francisco and New Orleans for the honor and advertising incidental to the official celebrating of the opening of the Panama Canal in 1915 is on in earnest. Each city is bombarding the American public with booklet literature and advertising of a dozen different sorts. New Orleans is publishing a magazine called *The Logical Point* (which phrase, by the way, forms the basis of all its publicity). No detail of the city's historical and romantic appeal is omitted from the elaborate booklets that are being sent out. San Francisco is urging in most convincing language its superior facilities for the accommodation of the crowds gathered by such a fair and is calling to its aid the transcontinental railroads to extol the nearby scenic beauties of the Pacific coast.

The publicity of each city is being conducted by an advertising man and the result is an unprecedented volume of attractively printed matter composed of first-class copy devoted to the unusual form of advertising which this rivalry has produced. Much of the material emanating from both cities is of an extremely commendable nature. Indeed, it is an open question if there will not be more final benefit gained from these introductory efforts than the actual holding of the event itself. The advertising value of expositions of the sort contemplated, which have

been qualified as "lath and plaster gimcrack shows," seems open to considerable discussion. A letter to the *New York Times* says:

If growth and prosperity is sought, why don't these cities take a leaf from the experience of Detroit, which grew more than 50 per cent from 1900 to 1910 by the expenditure of not one-tenth the sums that our Western and Southern suburbs propose to spend? Why not cast a side glance at the experience of St. Louis, which "blew in" \$10,000,000 for an exposition in 1904, and which grew a smaller percentage in the past decade than it did in the decade preceding?

In commenting on the letter in the following day's issue the *Times* said:

No clear evidence is at hand to prove that any city really profited by having one of these big fairs, while their disadvantages have been demonstrated again and again.

Expositions are enormously expensive in many ways. They create more activity than prosperity, and their influence on a city is rather that of the stimulant that excites than that of the food which causes growth. However, if New Orleans and San Francisco want expositions, doubtless one of them will get the formal and official recognition they seek and the opening of the canal will



AN INSIGNIA BEING WIDELY USED.

be duly, though somewhat irrelevantly, celebrated.

From Boston comes the plaint that as the cities that have in the past held great fairs have applied to the Federal Government for, in most cases, \$5,000,000 or over, it is not to be hoped that the treasury can escape the usual raid in this instance. The *Boston Advertiser* says:

Sometimes it is called a "loan," but the end is the same. The nation does not get its money back in either case, or in any form of value received. The gift is only a raid on the treasury for the benefit of a few hotels and proprietors

## An Agency That's Small Enough to Take Care of Its Business

The "big" advertising agency instructs its solicitors thus:

"Stay out on the road. Get the business. We'll take care of your accounts in the house. Of course we lose some this way but **we get more.** While we are losing **one**, you will get **two.**"

That's part of the Jugglers' game. Get the business into the hopper. **Get the money.**

We are not a "big" agency. Rather we are a small agency—a little group of big men taking care of a few accounts in a **better, personal way.**

As an advertiser, the question of your advertising agency connection is important. Wouldn't you be interested in knowing exactly what Dunlap-Ward Better Service, service without juggling, would mean to you?

We will not merely tell you we **don't juggle** with our clients' interests. We will show you exactly **how** we don't and how our clients **know** we don't.

You will be interested in knowing what caliber of men make up this picked organization, what these men have done and are doing for some of America's best advertisers

This agency is **small enough** to take care of its business. We will act promptly on your request.

### The Dunlap-Ward Advertising Co.

General Advertising Agents

Hartford Building, Chicago

## The Secret of the German Gazette's Strength in Philadelphia

is this: It has the field to itself. You must use its morning, evening and Sunday editions to reach the third of a million prosperous Germans in the city. One rate covers all, which at once solves the problem.

Gimbel Bros. have just started a 300,000 line campaign. Other big stores use it. In fact it is usually second or third in volume of local advertising. All of which suggest the strongest possible reason why it ought to be on your list. Will it?

FROM NOVEMBER 1ST TO NOVEMBER 30TH	
First Newspaper.....	394,415 Lines
Second Newspaper.....	338,265 Lines
GAZETTE .....	800,791 Lines
Fourth Newspaper.....	275,745 Lines
Fifth Newspaper.....	250,840 Lines
Sixth Newspaper.....	229,550 Lines

The German Gazette Publishing Co.,  
Philadelphia.

## It's QUALITY That Counts

And you get nothing but quality—the very BEST quality—in the 35,000 circulation of

## Gleanings in Bee Culture

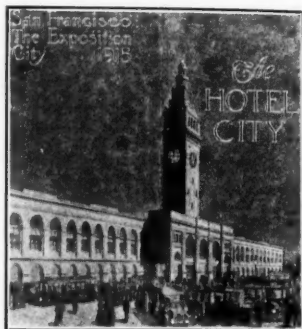
This paper enables you to reach, at small cost, 35,000 prosperous professional men, business men and farmers who keep bees.

It will pay you to investigate. Write and we'll send "Farmer Chapman," "Bee-Keeper," to meet you.

**The A. I. ROOT CO.**  
MEDINA :: :: :: OHIO

of amusement resorts in or near the "exposition." There is nothing received by the city that is of value, compared with the money thus squandered. No city ever got \$1,000,000 worth of advertising from \$5,000,000 spent in such a fashion. Usually the people who visit an "exposition" are so disgusted at being crowded, and fleeced, and plundered, as they always are, that the sort of advertising the exposition city gets is decidedly undesirable.

Continuing, the *Advertiser* makes the suggestion that if either of the contending cities is to be



A NEAT BOOKLET IDEA.

granted a loan by the Government to be used for its own advancement by the holding of a fair, why should it be out of the question for the same body to grant a loan, or make a gift, to any other city for advertising purposes? It seems to think that Boston should be given about \$1,000,000 for not having a fair!

The eager spirit of the West is now being uniquely pitted against the equally energetic spirit of the New South. Both desire to secure national advertising and are willing to brave the hoodoo which is supposed to follow expositions. Whether the same amount of energy and money put into a national campaign of advertising in periodicals would not be productive of greater lasting results is a question quite open to debate.

Cement Age, of New York, and Concrete Engineering, of Cleveland, two of the leading monthly publications in the cement field have been consolidated.

## A UNIVERSITY AD COURSE.

At the monthly meeting of the Advertiser's Club, of Milwaukee, held January 11th, in the club's new rooms, at the Hotel Randolph, seventy-eight persons heard talks on advertising by R. L. Butler, of the University of Wisconsin, Rev. P. B. Jenkins, and Henry Burbank, advertising manager of the Atlas Flour Mills.

Mr. Butler told of the course in advertising which the University of Wisconsin proposes to establish in connection with its extension work. This will consist of ten lessons, designed for the young man in business who wishes to fit himself for the position of advertising manager. Mr. Butler said the university would give this course provided twenty-five students could be obtained. Within five minutes more than the required number had subscribed for the course, which will begin this month. The price of the ten lessons is five dollars, and the course is open to all.

The Rev. Mr. Jenkins spoke on the need of absolute honesty in advertising. Mr. Burbank spoke on "The Moral Essentials of Good Advertising."

## PRIZE FOR ADVERTISING STUDENT.

A few weeks ago J. S. Kunkle, of the Hess-Bright Manufacturing Company, of Philadelphia, offered a prize of \$10 to the member of the Twenty-third Street Y. M. C. A. class in advertising in New York, who should prepare the best business-getting letter on the roll-bearing hanger which it manufactures. The winner of the prize was announced January 11th, as Clarence H. Rider, a clerk in the Richfield Dairy inspector's office, Jersey City.

Joseph P. Day, the real estate auctioneer, gave the class an interesting talk on real estate advertising. This, in his opinion, was the hardest kind of advertising to write there is, for the reason that in New York City, at least, people have been fooled so many times that they have become overcautious. For his purposes, the direct personal appeal was best. He considered, however, that it was easy to err on the side of explicitness, and advised giving the reader of the advertisement a chance to use his imagination in filling in the details.

The post-office authorities objected to newspaper advertising regarding an estimating contest in connection with the recent electrical show at Chicago. The show therefore dropped this feature of its daily advertising, though the contest was continued. An electric automobile had been promised the visitor who estimated nearest to the length of a column of copper wire in the center of the building.

The Milwaukee Advertisers' Club has been asked by the Tacoma, Wash., high school to assist in preparing advertising courses which are to be established in its department of commerce.

# The Biggest Thing in the World

to the average man is *business*. It possesses his enthusiasm as no other thing. It comes before his politics, his church — often before his family. Out of it he gets not only his daily bread, but most of the romance in his life. Business is the one, big, absorbing fact in most men's experience.

Witness the magazines that have been filling their pages with business stories and articles and adding "business editors" to their staffs. They know the pulling power of the appeal that is made to men *through their business interests*.

But here is a magazine that is

## BUSINESS FROM COVER TO COVER.

It throbs with the spirit of business enterprise and activity. It keeps a man in touch with the changing order in the world of commerce — tells him of the methods that have brought success to other men, of the means that have carried other concerns across the profit line. It provides him with practical helps in his daily work which add to his efficiency as an employer or as an employee.

It strikes a man where he lives.

You can well afford to put your faith in the advertising pages of a magazine that reaches men in this way.

# BUSINESS

THE DOOR-KEEPER



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.  
J. GEORGE FREDERICK, Managing Editor.

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New York, Jan. 26, 1911.

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## The Cement Advance and Other Industries

The automobile is not alone in its amazing strides. The industry that provides an excellent parallel is the cement business. The Government has just finished estimating the Portland cement production throughout the country during 1910. The estimate is 75,000,000 barrels, as compared with 63,508,471 in 1909. This is an advance of about twenty per cent over last year.

A one-fifth increase in a business so big and important is striking—not even the wonderful auto came near equaling it last year.

The relation of the cement industry to advertising has been most pronounced from the very beginning. The same alert and generally educational effort has been made by the cement industry that so successfully put the auto industry on its feet. The same highly successful exhibits (with high-grade accompanying display advertising) are held, and the same careful study of the

market is made, as evidenced by the use of farm papers and the enlarging of the uses of cement.

It is, nevertheless, the custom with many to look upon industries like the auto and cement industries as lucky or opportune, rather than as developments forged out by manufacturing and marketing skill.

It is unquestionably certain that half a dozen more industries could duplicate the advance of these "lucky" industries, if they went about it as effectively. In Will Irwin's series of articles on newspapers just starting in *Collier's* he tells how effectively reiteration, even of a style of news-writing, or of any set of ideas, will create a general taste for them and develop a public habit or way of thinking.

This is what both cement and auto makers have done, and this is what hundreds of industries need to do. They have as much legitimate basis for more widespread use as cement has, but they have not realized the vital factor of putting this basis forward in the consciousness of the public. It is difficult—naturally—but "there are millions in it."

## More Scientific Distribution Study

After reading (in this issue) of the care and study which the Wright Health Underwear folk put into the development of distribution in the more scattered sections of the country, one realizes more than ever that a chief cause of advertising failure is the slighting of the question of distribution.

It is probably entirely accurate to say that the reason why many more general advertisers are not in the farm and rural mediums is that they are afraid of the distribution problems involved, and lack the experience and energy to apply themselves to study it. The city market is right at hand's length, compact and familiar, and workable by brute force of personal salesmanship—the chief virtue of which has always been phy-

sical propinquity and the chance of hanging on for an answer.

To succeed by depending much more on correspondence and advertising is a true test of mettle and brains, and means the capturing of the big prizes of the coming years. It is now coming to pass that no advertiser can call himself truly "national" when he has only the city markets. He will look small in the years shortly to come, compared with the national advertiser who scientifically studies the whole national market.

### **Co-operative Development of Confidence**

There are some pointed lessons to be gained by observing what might be called the co-operative conscience of the apple growers of the Bitter Root Valley. For years the bane of the apple business has been the dishonest packing of barrels and boxes—displaying a fine surface of "firsts" on top, but hiding a general grading of nondescript quality beneath. Only the hawk-like commission men could "buy right," and the public distrust all "packs."

But the center of apple production has shifted to the West now, and Western apples have "first call"—very largely because of their most interesting standardization of packing and labeling. Every apple is conscientiously graded, and the growers swing a co-operative ax upon the necks of those of their number who do not conform to the community of interest standards.

Discussing the subject upon which these growers are keen—"The Apple from the Consumers' Standpoint"—Daniel E. Willard, development agent of the Northern Pacific Railway, said recently:

I am not so sure we have yet wholly solved the question of properly labeling and protecting the consumer, and distribution.

What does the Bitter Root label mean to the consumer? It seems to me that it ought to mean to the consumer a guarantee that he is getting what he pays for when he buys a box of apples bearing the Bitter Root trade-mark. If he does not get what he pays for it

may be depended upon that he is not going to buy again. Now, what we want is that the consumer shall use more apples.

I wish to ask, therefore, if the producers of the Bitter Root valley are so organized that they know that every box of apples that bears the Bitter Root trade-mark in the market sustains this guarantee. If not, then a campaign of education and organization is needed. No box of apples should be allowed to go into the world's markets bearing the Bitter Root brand unless it has been packed under such rigid supervision and inspection as shall absolutely guarantee its quality.

The question of distribution is just as important as that of production, packing and labeling. I wish, therefore, to urge, at the risk of reiterating what may be to many an old theme, the importance of making the campaign of education among the producers extend all the way to the ultimate distribution of the product to the consumer.

It will be seen that some very modern ideas are behind the success of Western apples; and that much of the lack of success of other produce and also *manufactured* products—is explained by the absence of such conscientious and able marketing methods.

It is said that Hawaiian pineapple advertising is not now appearing because its success stirred up a lot of small growers not in the Association to take advantage of the prestige created; and that the pineapple men are pursuing the short-sighted policy of stopping advertising temporarily in order to concentrate their efforts upon the frustration of the non-association growers.

The rice growers in Texas have great trouble in getting together; the raisin growers, the lemon growers and others, to say nothing of the general produce raisers and farmers, are all suffering in the markets for lack of what the apple growers are so well accomplishing. As soon as they co-operatively protect the consumer, standardize quality, and give the consumer the necessary knowledge and means of identification, some remarkable things will happen in fruit and vegetable selling, too.

Meanwhile, this evolution of confidence has its powerful hint to every line of goods sold to consumers.

### State Trade-Mark Abuses

Acting for a considerable number of advertisers, the United States Trade-mark Association is making strong efforts to remedy the abuses of state trade-mark registration as typified in the especially obnoxious laws in California. Anyone there can register any trade-mark he chooses—irrespective of the fact that it may have been originated by someone else and widely used in pretty nearly every other state.

The national advertiser neglecting to register his mark in California can, and often is, made to suffer serious handicap and loss, finding relief only after appeal to unfair competition in the courts. Advertisers do not generally know of the situation—the true inwardness of which is that the state secures a sizable bit of money from the registrations.

The absurdity of such a situation is easily seen, and advertising as a business is directly hurt by the legal complications which consume appropriations otherwise available for more advertising. The United States Trade-mark Association has placed an interesting line of argument before Governor Johnson, pointing out that the widespread advertising of California is being nullified by this lack of protection of trade-mark on which a lifetime of work and millions in capital have been expended. California newspapers, too, should see that with conditions as they are, manufacturers will not be so keen to advertise to develop California.

### Advertising on Postage Stamps

America is fast losing the palm as "the advertising nation." Recently PRINTERS' INK told how in England the railway tickets have been usurped for advertising. What shall now be said on learning that the French Government connives to make postage stamps an advertising medium!

In France the post-office department actually permits governmental postage stamps to be used

for advertising purposes. The advertisements, however, are not printed on the faces of the stamps themselves. This sensational feature operates very simply. The gummed stamp sheets are perforated into subdivisions larger than the regulation size, and the legal stamp is attached in the center of each space. The remaining white margin around the stamp proper is utilized for the printing of advertising matter and the stamps are sold in this shape in the city shops at slightly reduced prices to induce the public use of them rather than the regulation, non-advertising stamp.

This is one of the newest phases of French advertising, and has become so popular just at present that not only business advertisements have been appearing on the stamps, but political mottoes and appeals as well. In this sense they combine our ordinary postage stamps and the Christmas stamps which were sold to increase the tuberculosis fund. The French ad phraseology is much more violent than that on our "White Plague" stamps, however. For instance, the Royalists are using the phrases taken from the old coins of the kingdom: "God Protect France!" and "the Whole Nation Belongs to Us.—Philippe VIII." The anti-military societies are using the phrase: "Not a man, not a centime, for the militia! War against War!"

### IOWA PUBLISHERS' MEETING.

A joint meeting of the Iowa Associated Dailies, Iowa Weekly Newspaper Publishers, the executive committee of the Iowa League of Commercial Clubs and the Des Moines Ad Men's Club will be held in Des Moines on Jan. 19-20. Topics treated will be "How the Cash in Advance Plan Has Worked," "Results Achieved from New Policies of Circus Advertising," and "New Legislation Needed by Iowa Publishers." George Welsh, commissioner of immigration of Minnesota, will speak, as will possibly Don Seitz, of the New York World.

The Los Angeles Examiner issued its seventh anniversary edition on December 25th. In the edition 185 tons of paper were used. Southern California was pictured and described in all its phases—its natural beauties, its industries, its leading residents and its prospects for development.

# ***The News Leader Turns the Lime-Light On The Richmond Evening Journal.***

## **Exhibit A—THE BOAST.**

*The Richmond Evening Journal* declared in *Printers' Ink*, August 18, 1910, "The circulation of the *Richmond Evening Journal* is now over 18,000 copies daily."

## **Exhibit B—THE CALL.**

The *News Leader* said October 21, 1910: "If any reputable accountant will say upon examination of its books that the *Journal* circulated on an average as many as 18,000 copies daily in the month of July or August, 1910, The *News Leader* will give \$200 to the Home for Incurables."

## **Exhibit C—THE DISPROOF.**

"If you will examine our report, as printed in both papers, you will find that we have reported for the *Richmond Evening Journal* Total Daily Average Circulation in July, 11,665, and Total Daily Average Circulation in August, 11,717."—*American Audit Company's Letter*, Dec. 16, 1910.

## **Exhibit D—THE ATTEMPT TO DE- CEIVE.**

"Circulation of the *Journal* is as claimed. American Audit Company certifies 18,000 in July and August."—*Evening Journal*, Dec. 15, 1910.

"Our report shows we did not."—*American Audit Company's Letter*, Dec. 16, 1910.

## ***The News Leader, Richmond, Va.***

**More daily circulation than any paper in Virginia.  
Net Daily average for six months, ending Oct. 31, 1910**

# **21,569**

## SYSTEM AT THE SELLING END.

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THE SALES DEPARTMENT THE LAST  
TO YIELD TO SYSTEMATIZING WORK  
—NO SALESMAN CAN TRAIN HIM-  
SELF AND DO HIS BEST WORK.

---

*By C. W. Hurd.*

A building contractor's assistant who had been trained in the new "scientific management" of business, recently observed that his bricklayers went through fifteen different movements in laying a brick and that these movements could be reduced to six necessary ones. And when the bricklayers stopped laying bricks after the manner that bricklayers had been laying them for thousands of years and adopted the simpler method discovered through the scientific analysis of a "rank outsider" they at once trebled their best previous daily performances and kept it up thereafter.

Systematization has been proceeding at the manufacturing end of business for some years, of course, and for a shorter period in the administrative end. But in the sales department it still is so rare as to be regarded by managers with doubt and even open disfavor. This is not to charge the sales department with being relatively unprogressive but rather to point out that its progress has been more a matter of occasional inspiration or adjustment than one of downright science, such as it is now possible to adopt. The time is ripe for a new efficiency and economy in the positive, profit-making part of business, all observers agree; the only question is how to go about getting it.

The new factory and office methods do not quite show this. Nobody, for instance, would seriously compare salesmen with bricklayers. Nevertheless the tendency of the times is more and more in the direction of controlling and even of training the salesmen, than it is to control and improve the workman. And it is doing it to the great advantage and personal comfort of the sales-

man himself who finds intelligent co-operation and understanding coming from above instead of alternations of praise and censure. Indeed, the greatest commercial results have been secured in those lines where the control of salesmen has been most thorough. Able men are so few that less able men must be employed, and supervised and directed. If they cannot train themselves fast enough, the house must train them. It is cheaper than changing them. And this is beginning to be done intentionally and systematically where previously it had been done negatively or without co-operation.

It is when we get to the actual selling operation, to the selling machine and the field in which it operates, that the plot thickens. Physical aids and movements sink into relative insignificance; it is the mental factor that counts. And it is hard to analyze, it has so many elements in it. Each customer has his moods, prejudices, preferences, motives; so has the salesman. Business conditions, too, change. The problem, in short, cannot be solved from the physical side, and a solution is possible only from an entirely different point of view, *i. e.*, the mental.

But first let us see what material assistance the salesman has.

Certainly he is supported by correspondence, by this time developed into a form-letter and follow-up system.

Advertising follows (if not precedes) in the trade papers, magazines, newspapers, bill-boards, cars, etc.; with catalogues, signs, show cards, window cards, souvenirs, novelties, and possibly bonuses for exceptional display of goods.

Later catalogues are supplemented by a "house-organ," trade circulars and by other literature, generally prepared by an advertising agency.

Card catalogues of customers and prospects, growing in size and detail, give further assistance; to which may be added the general and special information which the house supplies him.

The greatest changes, the most revolutionary changes, are going to

# THE FRONT COVER MEDIUM

## Color Slides In Moving Picture Houses

OUR censorship over copy on our "Curtains" will be exercised as carefully over slides, giving assurance to a discriminating public, now numbering 15,000,000 people a week, that we are only presenting to their attention the standard products of the world.

# LEE LASH COMPANY

## 39th and Broadway

## NEW YORK CITY

MOUNT VERNON . . . . . Washington Street  
 PHILADELPHIA, PA. . . . . 770 Drexel Bldg.  
 BOSTON, MASS. . . . . 41 Journal Bldg.  
 CHICAGO, ILL. . . . . 448 Commercial National Bank Bldg.  
 CLEVELAND, OHIO . . . . . 222 Columbia Bldg.

be made in the men themselves—revolutionary because little has yet been attempted along this line and great because the attempts already made are certain to communicate their success to other lines.

The average salesman of to-day is, in a measure, a picked man. He probably has been brought up in the business, knows his line, his trade and trade conditions. The house rarely "trains" him; he trains himself; doing his work as well as he knows how, associating with other salesmen, drawing on their experience and absorbing or shedding advice, criticism and exhortation from various sources.

How often does any one analyze his powers for him and show him how to develop them, tell him how to gather the information he needs in order to grow, and show him how to plan his campaigns and selling-talks scientifically? Unquestionably salesmanship is still supposed by most persons, and managers among them, to be altogether what no doubt it chiefly is, the gift of nature. And just as unquestionably the theory is wrong. The house doesn't think it a waste of time to go after a customer and "educate" him.

I talked it over the other day with one of the high-grade salesmen of the National Cash Register Company. He had just received from the home office in Dayton a new edition of the company's manual for its salesmen. I was permitted only a fleeting glimpse at it, but noted that it had some fifty or sixty pages of print, with illustrations.

"This," said the salesman, "is about the twentieth manual that I have had from the office. Each one contains changes in the text and is an improvement over the one before it. And each one in turn I and every other National salesman has had to commit to memory, word for word, cover to cover. There's no getting around it. Many and many a time when I have been too tired to think and my "personality" was not working up to normal, my lips have automatically repeated the lessons they learned, imparted necessary

information, rehearsed the facts, illustrations and reasons that convince, and I have in consequence taken orders, mechanically as it were, that I never could have taken if I had depended upon my native ability, untrained."

The same modern methods have been taken up in countless department stores, where the selling force is schooled and trained in a very elementary way, it may be, compared with these other examples, but still with results which justify the attempts.

Not leaving things to chance, there's the secret—not leaving it to individual salesmen of varying degrees of intelligence and ability to apply individual methods, but determining the right method in every possible case and leaving it to the salesman only to apply it in his own way, which is a different thing, and individual enough.

These are the direct helps. There is at least one indirect help that deserves attention and in some quarters is receiving it. That is a general business training, not necessarily deep, but rather broad instead, sufficient to balance the special training the salesman is already receiving.

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#### P. H. MAGNUS TO LEAVE ADLER COMPANY.

Philip H. Magnus, for many years with the David Adler & Sons' Clothing Company, Milwaukee, as advertising and sales manager, has resigned his position to take effect this spring to become actively associated with his brothers who, under the firm name of John Magnus & Co., of Chicago, conduct one of the largest mail-order institutions of its kind in the United States. Mr. Magnus is already vice-president of the company.

Mr. Magnus is one of the best known advertising men of the country. He will be succeeded at the Adler Company by his brother, Maurice Magnus, now of the Golden Eagle Dry Goods Company, Denver.

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The advertising agency of Sweeney & Guest was recently formed at Jacksonville, Fla. Mr. Guest is an agency man of some experience, and was lately connected with the Jacksonville Metropolis.

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The Los Angeles Express has appointed J. F. Antisdel special representative in the New York field.



## Your Leading Makers of Fine Business Stationery

in almost *every* city—from Boston and New York to Seattle and Los Angeles—carry in stock and recommend

(Trade Mark Registered)

### CONSTRUCTION

In White and  
Six Colors



Envelopes  
to Match

### BOND

as the *only* paper in which they can produce

### Impressive Stationery at a Usable Price

Such "trade support" as this is given to no other paper. It has been achieved by the *substantial quality* of Construction Bond *combined with the marked economies* of our modern method of *distribution*—i.e., selling *direct* to *responsible* printers and lithographers in *quantities* of 500 lbs. or more while other fine papers are sold in *ream* lots through *jobbers*.

You get the benefit of the utmost efficiency in every stage of manufacture and distribution *only* when you specify Construction Bond for your business stationery and do business with the kind of concerns who can furnish it. The names of those in your locality and handsome specimen letterheads sent *free* if you ask us on your *business* letterhead.

W. E. WROE & CO.

302 Michigan Boulevard

Chicago

# INFANT MORTALITY AND CONFLICTING ADVERTISING FOODS.

STORMED BY THE CHARGES OF SOLICITORS, THE MANUFACTURER RETIRES IN A MAZE—APPROPRIATIONS THAT DIE A-BORNING, AND INFANT ADVERTISERS WHO GET THEIR STOMACHS UPSET BEFORE THEIR TEETHING.

By C. R. Lippmann.

A certain manufacturer was in the habit of talking things over with his wife. He told her one night how his sales had grown every year, but that it was his ambition to make them grow still faster.

"Look at this," she said, showing him a coupon cut from an advertisement in the *Happy Home Adviser*. "I cut this out and am going to send for particulars. I think I will buy these things. Now, why can't you do like this concern did and get people to ask for your goods at the stores? Maybe this would help your sales."

"Good! Excellent idea!" agreed the manufacturer.

Until then he had looked at his trade-paper advertising as a charitable contribution. He knew nothing about the inner workings of modern advertising. He didn't even know how to go about arranging for it.

The next day he wrote a letter to the *Happy Home Adviser*, asking how much an ad "like the enclosed" would cost.

And soon things began to happen. His letter brought a prompt reply, also sample copies; a little later, communications and sample copies came from other publications. Then came a human follow-up system of advertising solicitors from various publications and agencies (his firm was a big one and looked good for a fat appropriation; and hadn't he asked for full-page rate?).

It was like a new toy to the manufacturer, who began to make all kinds of discoveries. A few solicitors suggested that he consult an advertising agency. All

right; but while they were there, he would listen to their stories.

So he was told interesting tales about "national mediums." Newspapers? Oh yes, there were such publications, chiefly used by dry goods stores, theatres, etc. But of course for a business of "national size" the logical mediums were the "national" ones—alluring word!

Along came a newspaper representative. He opined that national mediums, of course, had their field. But why not advertise just in the towns where his goods were on sale? Everywhere! Were they? How interesting. About in how many towns and stores? And in how many towns and stores could they not be had? Could his sales manager tell him that? The business man began to consider his new problem as a good-sized puzzle.

Enter a street-car advocate. Surely, newspapers serve a purpose. But they die with the day. Street cars run the year round. Besides, everybody who is anybody rides on the street cars, and the rest of the people are not worth bothering with.

The business man began to feel helpless. He refused to see other solicitors, after the last one had advised him to turn to advertising agencies.

More discoveries in store for him. Nice pictures to look at. Clever paragraphs to read. Stunning talks about art department, copy staff, space-buying facilities, modern merchandising power, investigative work, etc.

It was all interesting. But he was dumfounded by the many conflicting statements and opinions. He had gotten more information than he bargained for.

The curtain rising on the final act of this dramalet, shows the business man in his private office discussing his balance sheet with his confidential secretary.

The sales had grown. The profits had grown. And all this without advertising. In fact, he now recalled distinctly that he had built this establishment up in twenty-five years from a one-horse shay to a six-cylinder ma-

chine. Now, why try to solve new puzzles, when he couldn't get two of the doctors he had called in to agree in their statements, or why bother with it at all?

And that's why the Advertising Cemetery shows a tombstone with this epitaph: "This Appropriation died a-borning from an overdose

of well-meant advice." A prophet reading it might predict that some day advertising men would co-operate so that such infant mortality would be prevented by giving the baby the good, sweet modified milk he needs instead of a deadly diet of sauerkraut, spaghetti, consomme and mutton chops.

## STUNTS WITH LETTERS

A SERIES of letters written by our expert for a New York House brought back over \$200,000.  
Eight thousand circular letters mailed for a southern firm brought back \$8,000 (a dollar per letter).  
Another series brought back \$72,000.  
These are *not* extraordinary results—we are constantly duplicating them. Remember a *selling* letter is a salesman—*multiplied*.

*The Business Development Company of America*

WRITERS OF SELLING COPY

*Established 1901*

119 NASSAU STREET : NEW YORK CITY  
Phone 5374 Cortland

Send for "Business Building by Correspondence"

# vroom-


## tailor

**H**ARRIS TWEEDS are new to Broadway, but our Scotch friends

over in Edinburgh go in for them strong. They're sort of rough and heathery—make up fine in lounge coats without stiffening and padding; and the "patch pockets" and other little mannerisms give you an air of care-free elegance.

Browns predominate—in some there's a tint of Green.  
Silk-lined thruout and tailored faultlessly —\$50.

## Eleven fifty five Broadway

**1847 ROGERS BROS**  **X S TRIPLE**

• "Silver Plate that Wears"

The famous trade mark  
"1847 ROGERS BROS." guarantees the *heaviest* triple plate.



Catalogue "P" shows all designs

MERIDON BRITANNIA CO.  
(International Silver Co., Successor)

MERIDON, CONN.

NEW YORK CHICAGO SAN FRANCISCO

## The Little Schoolmaster's Classroom

The Little Schoolmaster said recently that the proper way to write an advertisement is to analyze the subject and the prospective buyers, get full of the facts, let them soak and let the imagination run a little. To illustrate: Suppose we had to write some copy for the Thermos bottle. The Thermos bottle is a bottle with a wall that is a good non-conductor of heat and cold. Cold liquids will keep cold in this bottle for three days; hot liquids will keep hot in it for two days. Now, the mere statement that the Thermos bottle is a bottle with a non-conducting wall would be of little value as an advertisement, for only a few people would think out the usefulness of such a bottle. But revolve this subject in the mind a little, and the idea comes that a bottle that will do what the Thermos does is an exceedingly useful article. In what ways would it be useful? To whom? These questions carry the thought further, and we can imagine what a pleasure it would be to the automobilist to be able to have a refreshing cool drink on the dustiest day, of how convenient such a bottle would be for carrying hot coffee on hunting trips or sleigh rides, of how the mother can keep milk warm all night for the baby and yet have no fire. Here are enough ideas for several good advertisements. An outline like the following is made up:

Headline: Own a Thermos and Have Cool Drinks. Body matter: A word picture of what it means on the automobile trip to have a bottle that will keep liquids almost ice cold, no matter how hot the day, of how cold lemonade can be taken ready made on the picnic, etc. Illustrate bottle and tell something of unique construction. Give price, offer a booklet of further information and tell where the bottle can be bought. With

such an outline it is easy to construct an interesting, convincing sales message.

It is a strange thing, but the creator of a commodity will often fail to see and point out the strong selling features. Some time ago the manufacturer of a dental article asked me to criticize some copy he had written. The argument seemed to lack some strong bull's-eye idea. Finally, after asking a number of questions about the article and about competitive articles, I got at the principal point. The manufacturer had overlooked it entirely, and yet it proved to be the chief thing on which his campaign was built. I dare say that long before a shrewd advertising man exploited the safety lever of the Iver Johnson revolver, that strong feature was there—overlooked.

There's no better way to get data for advertising purposes than to talk casually with the manufacturer, the merchant, the buyer or the salesman about the goods. Quiz just like the prospective customer and you will dig into features and arguments that the other man would never think to give you. This "nosing for news" is what makes the newspaper reporter successful, and it's about the same way with the advertising man, except that in the latter case the news is business news.

"Interest quality" is my pet term for advertising that commands attention from the very nature of the ideas wrapped up in the language. "Interest quality" is particularly essential in the heading and opening paragraph. A large proportion of advertising is flat and commonplace, almost devoid of interest.

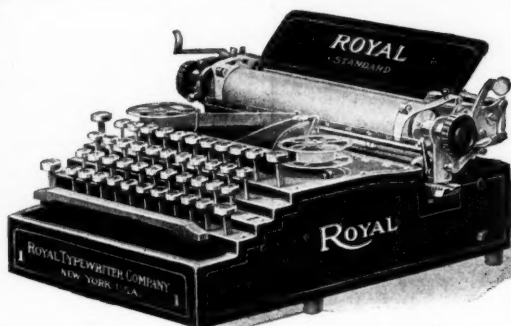
Copy that has the news element is strong in interest quality. I recently studied closely the results from two advertisements of the same size on the same subject and in the same medium. One con-

tained mere argument of the "preachy" style. The other contained an item of real news value and then some pertinent deductions. The second piece of copy brought nearly three times the returns of the first. The success of the old-time testimonial advertisement was due largely to its news value. I am referring particularly to the use of news items about roof-tank accidents by the advertisers of cellar-pump water systems, of items about the fraudulent raising of check-figures by the advertisers of check protectors, of news items about new styles, and so on. Don't drag in a news item that has no connection with the advertiser's message.

I heard once of a man who every time he wrote an advertisement took out of the cash drawer,

the cash representing the cost of the space, put it on the desk before him and said to himself: "Now this advertisement is expected to bring that money back, sooner or later, and a little more. Will it do it?"

News headlines are often referred to as being good models for advertisement headlines. The comparison is not a good one except for the lesson of simple words and concise statement. The news editor aims to give you the gist of the story, so that if you are not interested you may pass the item. The advertiser, on the other hand, is trying hard to *get the interest* of as many as might possibly be induced to do business with him. Sometimes to tell the gist of the story is to shoo the reader away. "Good Insurance



## The ROYAL STANDARD TYPEWRITER

IS SOLD ON PRACTICAL DEMONSTRATIONS OF

### WHAT IT WILL DO

The cash saving represented by the low price, \$65, is but incidental to the purchase of the *simplest, strongest and most efficient* typewriter. The world's largest concerns buy Royals, not merely to save money, but to increase the output and improve the quality of their typewriting.

ASK FOR A ROYAL DEMONSTRATION

**ROYAL TYPEWRITER CO.**

ROOM 52, ROYAL TYPEWRITER BLDG., NEW YORK.

*A Branch in Each Principal City.*

## If You Want Results

You can get them by advertising in the New York Clipper. It circulates amongst Theatrical People, who are the best paid, best dressed and most extravagant people in the world.

*What they want they get!*

Do you want some of this business?

## USE THE CLIPPER

— ADDRESS —

NEW YORK CLIPPER, New York City

### Lincoln Freie Presse

German Weekly

LINCOLN, NEBRASKA

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

CIRCULATION 143,054

RATE 35 CENTS

### The Christian Science Monitor

The *Christian Science Monitor*, a daily newspaper for the home, measured by this standard, is a very effective advertising medium. Results generally achieved prove it. It should be used in national campaigns directed at the actual buying public.

Boston

New York

Chicago

### The Chief Factor

that makes an advertising medium productive is the amount of interest it contains for the people who read it.

## Bound Volumes for 1911

PRINTERS' INK is bound each quarter in heavy board over black cloth, with gold letters. Price, \$2. Handsome, durable, serviceable.

Number is limited, so order your 1911 Bound Volumes now. Set of 4 Vols. for year, \$8.

## Printers' Ink

Policies" warns you that some one wants to sell you a policy, and, unless you happen to be one of the few who are looking for insurance, you are thankful for the warning and pass on. "Don't Force Your Widow to Marry Again" compels you to face the situation if you are a married man; you see the force of the argument; thoughts start; and you read what Mr. Insurance Man has to say. I am not advocating the so-called blind or deceptive headline but the kind that gets into the mind the easiest way, makes the reader say mentally, "I do" or "That's so."

Much has been said about the value of the direct command in headlines and other displays. Often such headlines are strong: "Stop Stammering," "Shave the New Way."

A heading may often, with advantage, incorporate some features of the article: "Twenty-four Safety Razors in One," "Six Months' Safe Shaving Without Stropping." Such headlines tell something but not too much. An unusually effective heading of a recent advertisement was worded: "They Now Pay Him \$6 a Week More." A great many readers of that headline wanted to know why they "paid him \$6 a week more" and they read the text carefully.

I have always been fond of the question form of heading. It seems that the pertinent question rivets the attention. "Why Don't You Go Home?" challenges the tired office man, and he is impelled to read about the Burroughs adding machine. "Suppose a Spark Fell on YOUR Roof To-night?" is another good example.

The headline is the place to strike what Mr. John Kennedy calls the "responsive chord," or one of the instincts. "A Good Chance to Earn Money" appeals to the money-making passion. "Build It Yourself and Build It Right" appeals to the constructive instinct.

In arranging a heading in two or three lines, try to so group the words that they may be taken in with a roving glance, for remember that the best body matter will

not have a chance to get in its work unless the attention is caught and held.

### JOE LOTS OF ALLEGORICAL FEATURES.

GREENHUT & Co.  
NEW YORK, Dec. 8, 1910.

Editor of PRINTERS' INK:

Reading some time ago of Mr. Jonas' friend who wanted no verbs in his ads reminded me of the following gem that dropped from the lips of one of the big department store bosses.

There was a blank space in a Thanksgiving ad and the boss pointed to the proof and asked what was going in there.

"That's an allegorical feature," explained the ad man.

"Can we sell enough of dem to pay for such a big space?" was the comeback.

S. F. WALL.

### THE RIGHT ENTREE FOR JOINING NATIONAL ADVERTISING RANKS.

WALTER M. STEPPACHER & BRO.

PHILADELPHIA, January 4, 1911.

The "Emery" Shirt.

Editor of PRINTERS' INK:

We thank you very much for your courtesy and promptness in sending a copy of PRINTERS' INK for December 30th, containing the article by S. C. Lambert, and would advise you that this is the article we desired to read.

We have also entered the ranks of the national advertisers, conducting an advertising campaign on the "Emery Shirt," and consequently, find your article most interesting.

W. M. STEPPACHER & BRO.

The Puritan Advertising Company, has been organized at Augusta, Me., for general advertising, on billboards and in newspapers, magazines and circulars, with \$30,000 capital stock, nothing paid in. E. M. Leavitt, of Winthrop, Me., is president and treasurer.

The Cedar Rapids Ad Club, on January 10th, re-elected George H. Boyson as president.

The monthly meeting of the Town Criers' Club, of Providence, was held January 11th. The speakers were: Perry Walton, of the Walton Advertising & Printing Company, Boston, and Carroll J. Swan, of Swan's Special Agency, Boston.

On New Year's Eve, Arthur Capper, the Topeka, Kan., publisher, entertained his 550 employees and their families and friends at a masque ball given in the City Auditorium at Topeka.

New members of the American Newspaper Publishers' Association are the Fort Worth, Ark. *Southwest American*, and the Evansville, Ind., *Courier*.



### IS THERE ANY BETTER PLACE?

Is there any place so good for general advertisers to spend their money as in a city where there are many thousands of intelligent, skilled workmen, and where there are many churches, schools, theatres—and no saloons. Where the great mass of the people live well, dress well, spend liberally and read the newspapers omnivorously. All this applies to the *Great Shoe City of the World*—

### Brockton, Massachusetts

A city of over 55,000 inhabitants where business goes right along the year around. The best two cent evening paper, the

### Brockton Enterprise

now in its thirty-first year, is printing over twelve thousand five hundred copies daily. It is the HOME paper of Brockton and influences a large amount of trade. Its one price flat rate of thirty-five cents an inch, for any amount of space for any length of time, enables strangers to do business on equal terms with all others, and does away with dickering over rates. Think it over.



### "The Breeder's Gazette is the Farmer's Greatest Paper."

—W. A. HENRY, America's Foremost Agricultural Educator.

The Gazette is mailed to bona-fide subscribers only, and at a higher subscription rate than that maintained by any other weekly farm publication.

It goes into more than 80,000 of the best farm homes every week, and we can supply abundant testimony that it is read with interest by every member of the family.

The Gazette is purely a business paper for an intelligent and well-to-do class of people living in country homes.

It carries more advertising at its published rate than any paper of its class in the world. Established in 1881, it has for years presented an annual increased amount of high-class business announcements.

Rate 50c. an agate line flat. No discounts for time or space. For any further particulars consult reliable advertising agents everywhere or address

### THE BREEDER'S GAZETTE

356 Dearborn Street Chicago  
Member Standard Farm Papers Association



# Classified Advertisements

## ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

## ADVERTISING AGENCIES

**ALBERT FRANK & CO., 26 Beaver St., N. Y.** General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

## ADVERTISING MEDIA

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE TEXTILE MANUFACTURER, Charlotte, N. C.,** covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE** producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address **DEPARTMENT P. I.** for sample copy and rates.

**THE** circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 180,000 copies per day.

**THE REAL TRUTH ABOUT THE BLOWING UP OF THE MAINE,** by one who knows, in January "CUBA OPPORTUNITIES." Sample copy 10 cents, mailed. Box 1078, Havana, Cuba. **L. Maclean Beers,** publisher.

## BILLPOSTING

**FRED PEEL,** official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

## COIN MAILER



**Use the LEONARD Coin Mailer**  
in your collecting letters. They have the psychological influence to bring cash back to you. One trial will convince. Sample dozen 8c. post. paid. 10 for 25c. postpaid. 100 with any printing. \$3.25. 500 10.00. P. O. B. Detroit.  
**The DETROIT COIN WRAPPER CO.,**  
389 Harper Ave. Detroit

## FOR SALE

**FOR SALE**—Washington Hand Press in good condition. Price \$75. **CHESTER A. MILLER, Oneonta, N. Y.**

**FOR SALE**—One Hoe Perfecting Newspaper Press, with complete Stereotyping Unit and twelve form tables, capable of printing 4, 6, 8, 10 and 12 pages at a time, with a speed of from 10,000 to 20,000 per hour. May be seen daily in operation at our office, **CHESTER TIMES, Chester, Pa.**

**FOR SALE**—Two Linotype Machines, single letter, in good condition. Matrices, 7 point No. 2, also in fairly good shape. Individual motors. Machines are running every day and doing splendid work. Can be changed to two-letter machines at very little expense to purchaser. **CHESTER TIMES, Chester, Pa.**

## HELP WANTED

**WANTED**—Commercial Artist proficient in air brush re-touching, designing for booklet, catalog and outline illustrations, who can do some figure work. Steady position with engraving house and advertising agency. "Box S. P.," care Printers' Ink.

**PRINTING SALESMEN**—Wanted the best printing salesman in New York. Man who is in touch with big buyers, and can reach them. Must be high class salesman on large contracts only. Out-of-town concern with national reputation. "J. L. K.," care Printers' Ink.

**POSITIONS OPEN** in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.**

**WANTED**—AN ABLE AND EXPERIENCED advertising man to take full charge of the advertising and management of a company in Northern Ohio. Satisfactory salary to the man capable of placing a new article of undisputed merit on the market. All correspondence will be treated confidential. Address "OPPORTUNITY," care of Printers' Ink.

**WANTED**—AN ABLE AND EXPERIENCED advertising man of executive ability, capable of managing salesmen and placing a new article of proven merit upon the market. Salary no object to the right man who can deliver the goods. Correspondence treated confidentially. Address "DRUG SPECIALTY," care Printers' Ink.

**WANTED**—A real mail order salesmanager. One who can write a corking letter—not full of hot air—superlatives—generalities, but good, live, virile, vigorous, pulsating arguments that will stimulate—wake up—enthusias—arouse to action and get the money of the recipient. The proposition is right and the right man can make from \$5,000 to \$10,000 a year out of it. How much depends on the man. None but masters of letter writing—students of human nature—with experience and clean, successful records need apply. Send credentials both as to character and ability first letter. An exceptional opportunity is open to the right man. Address **MILLER ADVERTISING CO., Toledo, O.**

**WANTED**—A large weekly trade paper, of national circulation, published in Chicago, has an opening for a young man experienced in preparing advertising copy and familiar with printing. Excellent opportunity to advance. Give age, experience, salary and references. "L. A.," care Printers' Ink.

**INFORMATION AND ILLUSTRATIONS**

**ASK THE SEARCH-LIGHT**  
Anything You Want to Know.  
341 Fifth Avenue, New York.

**LABELS**

**3,000 Gummed Labels, \$1.00**  
Size, 1x2 inches, printed to order and postpaid. Send for Catalog.  
Fenton Label Co., Phila., Pa.

**MISCELLANEOUS**

**A New Industry**

**FREE TAX INDUSTRIAL ALCOHOL.**

Corn Stalk and Cobs, Waste Vegetables and Wood Waste, Shavings and Old Sawdust are now converted into Industrial Alcohol, at 10 Cents per Gallon; sells for 50 Cents. Unlimited demand in every Village for Motors, Automobiles, Cooking Stoves, etc. A 5 Gallon Apparatus makes 1 Gallon per hour; is simple as a Corn Mill, almost automatic, inexpensive, pays for itself every month. No tax, no licenses, only a permit, and that is free. Orders come in fast. Write to-day for *Free Farmers' Circular No. 9*.

Address: **THE WOOD WASTE DISTILLERIES CO., Inc., Wheeling, W. Va., U. S. A.**

**POSITIONS WANTED**

**WANTED**—Agency propositions. What have you? Ernest F. Morse, Luverne, Minn.

**ADVERTISING MAN, EXPERIENCED** correspondent, wants a new connection. Address "W. S. H.," care Printers' Ink.

**MAIL ORDER MAN**—Knows every detail of the business. Writes strong copy, letters, catalogues. Understands lay-outs, type, paper illustrations and proofreading. "MODERATE," care Printers' Ink.

**RESULT PRODUCER**—Experienced advertising man seeks engagement with reputable house. Now carrying on \$30,000 campaign. Splendid samples of work will be submitted. "MAGIC," 50 W. 97th St., New York.

**SOME** good concern (preferably one making an article bought by men) needs my services as advertising manager. I am 30, have made good, bound to make better. If you have the opportunity, I have the ability. "B. M.," care Printers' Ink.

**YOUNG MAN (27) WHO HAS BEEN** employed for four years as assistant in Advertising Department of a manufacturing concern handling a proposition of National scope, desires to connect with another company in a similar capacity. Can satisfactorily explain reason for changing and can furnish recommendation as to capabilities from present employer. Salary \$1,300. "W. S.," care Printers' Ink.

**IT'S** money for you if we can make connections. Have had experience as advertising manager of wholesale textile house. Good knowledge of printing and engraving. I want the position—you fix the price. New York only. Box "K. D. K.," care Printers' Ink.

**HUSTLING ADVERTISING MANAGER**, employed, desires same position with live publication. Business producing and executive ability on advertising experience, excellent record, age 35, married, salary \$2,100. Address "ADVANCEMENT," care Printers' Ink.

**Advertising Man**

with successful record and ability to prepare sales producing advertisements that bring satisfactory returns, seeks opening with progressive manufacturer or retailer. Good future preferable to salary. "PROFITS," care Printers' Ink.

**California**—I leave for Pacific Coast shortly and am open for proposition. At present with Eastern agency. Can write copy that sells. My clients are the proof. Good sales experience, on the road and as department store buyer. Good business connection in California. Age 28. What is your Western proposition? Write me. Address "BOX PACIFIC," care of Printers' Ink.

**Sales and Advertising Manager Open For New Connection**

Seven years practical experience in production—4 years in sales and advertising. Thoroughly understands machinery and motor car manufacturing business, and has planned and written successful campaigns. Opportunity wanted to prove permanent worth by results as member of your selling organization. BOX 911, care Printers' Ink.

**Mail Order Advertising Man**

Young man. Long experience with large successful Chicago mail order house. Writer of sensible, business producing copy and follow up letters. Practical knowledge of printing, lithography, illustrating, engraving, paper. Expert layout man and catalog compiler. High grade man. Answer NOW. Will write fully and concisely. Now advertising manager for large house. "MAIL ORDER," care Printers' Ink.

**Advertising Agents**

I have had over 20 years experience as a rate man and office manager with the best agencies in America. For good reasons am now seeking new connection. I hope I deserve my reputation of being industrious and effective. Can I have an interview?—it may be to your advantage. Address "LONG EXPERIENCE," care of Printers' Ink.

**PRESS CLIPPINGS**

**MANHATTAN** Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

**PRINTING**

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK.**—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK'S Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA


**Birmingham, Ledger**, dy. Average for 1909, 20,628. Best advertising medium in Alabama.

**Montgomery, Advertiser**, net average June, 1910, 17,640 dy; 22,335 Sun. Carries more foreign advertising than other Ala. newspaper. Best results.


**Montgomery, Journal**, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

## COLORADO

**Denver, Post**, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ., 1909, 61,088.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT

 **Bridgeport, Morning Telegram**, daily average for Dec., 1910, sworn, 13,851. You can cover Bridgeport by using Telegram only. Rate 1½¢. per line flat.

**Meriden, Journal**, evening. Actual average for 1909, 7,729; average for 1910, 7,801.

**Meriden, Morning Record & Republican**. Daily aver. 1908, 7,729; 1909, 7,739.

**New Haven, Evening Register**, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,763, 5c. Largest and best circulation in New Haven.

**New London, Day**, ev'g. Average 1909, 6,736. Its readers are responsive to advertisements.

**Norwalk, Evening Hour**. Average circulation exceeds 3,800. Carries half page of wants.

**Waterbury, Republican**. Average for 1909, Daily, 6,651; Sunday, 7,031.

## DISTRICT OF COLUMBIA

**Washington, Evening Star**, daily and Sunday. Daily aver., month of Sept., '10, 51,792 (© ©).

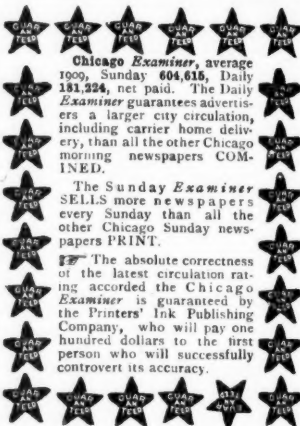
## ILLINOIS

**Champaign, News**. Leading paper in field. Average year 1910, 5,164.

**Joliet, Herald**, evening and Sunday morning. Average for 1910, 7,851.


**Peoria, Evening Star**. Circulation for 1910, 21,143.

**Sterling, Evening Gazette**, average circulation for 1908, 4,409; 1909, 5,122; 1910, 5,144.




**Chicago Examiner**, average 1909, Sunday 604,615, Daily 181,224, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

 The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Chicago, Record-Herald**. Average 1909, daily net paid, 139,176; Sunday net paid, 193,831. Daily, two cents. Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

 The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

## INDIANA

**South Bend, Tribune**. Sworn average 1910, 11,786. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye**, daily. Average 1910, 9,404. "All paid in advance."

**Davenport, Times**. Daily av. Dec., '10, 17,744. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Dubuque, Times-Journal**, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

**Washington, Eve. Journal**. Only daily in county. 3,009 subscribers. All good people.

**Waterloo, Evening Courier**, 53rd year; net av July, '10-Dec., '10, 7,090. Waterloo pop., 27,000.

## KENTUCKY

**Lexington, Herald**. D. av., '09, 6,872. Sunday, 7,802. Week day, 6,697. "When you advertise in Lexington Herald, you cover Central Kent'cky."

Louisville, *The Times*, evening daily, average for 1909 net paid 40,488.

### MAINE

Augusta, *Kennebec Journal*, daily average 1909, 9,188. Largest and best circ. in Cent. Me. Bangor, *Commercial*. Average for 1910, daily 18,199.

Lewiston, *Sun*. Daily average year ending, Sept., 1910, 6,241; Sept., 1910, av., 5,886.

Portland, *Evening Express*. Average for 1909, daily 16,219. Sunday *Telegram*, 10,505.

### MARYLAND

Baltimore, *American*. Daily aver. 1st 6 mos., '10, 19,234; Sun., 102,476. No return privilege. Baltimore, *News*, daily. News Publishing Company. Average 1910, 82,405. For Dec., 1910, 78,383.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

### MASSACHUSETTS

Boston, *Evening Transcript* (©©). Boston's readable paper. Largest amount of week day ad.

Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1910, 183,720—Dec. av., 188,543.

Sunday 1910, 321,878—Dec. av., 330,717. Advertising Totals: 1910, 7,922,108 lines

Gain, 1910, 586,831 lines 1,394,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.

Boston, *Daily Post*. Gained last year 56,479 copies per day. The *Boston Sunday Post* gained last year 41,736 copies per Sunday comparing December with December. Dec., 1910, averages: The *Daily Post*, 345,485; The *Sunday Post*, 300,598.

Human Life, The Magazine About People. Guarantees and proves over 160,000 copies monthly Fall River, *Globe*. The clean home paper. Best paper. Largest circ. Actual daily av. 1909, 7,655.

Lawrence, *Telegram*, evening, 1909 av. 8,888. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1907, 16,023; 1908, 16,396; 1909, 16,539. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality

Salem, *Evening News*. Actual daily average for 1909, 18,574.

Worcester, *Gazette*, evening. Av. '10, 17,502. The "Home" paper. Largest ev'g circulation.

Worcester, *L'Opinion Publique*, daily (©©). The only Gold Mark French daily in the U. S.

### MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. 80,000.

Jackson, *Patriot*. Aver. year, 1910, daily 10,720, Sunday 11,619. Greatest circulation.

### MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), 23,806.

### CIRCULATI'N



by Printers' Ink Publishing Company

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for eleven months ending Nov. 30, 1910, 91,418. Average circulation of Sunday *Tribune* for same period, 80,627.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for six months ending June 30, 1910, 103,916.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis, *Journal*, Daily and Sunday (©©). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,685. Daily average circulation for Dec., 1910, evening only, 77,537. Average Sunday circulation for Dec., 1910, 81,849. (Jan. 1, 1908, subscription rates were raised from \$4.00 to \$5.00 per year cash in advance. The *Journal's* circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



Minneapolis, *Svenska Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1909, 54,455. A.A.A.

### MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,083.

### NEBRASKA

Lincoln, *Deutsch-Amerikan Farmer* weekly. 140,221 for year ending Dec. 31, 1910.

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1910, 141,048.

### NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1909, 9,142.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 1c-'07, 20,270; '08, 21,326; 2c-'09, 19,062; March, '10, 20,263.

### NEW YORK

Albany, *Evening Journal*. Daily average for 1909, 16,921. It's the leading paper.

The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, 64,558.

Buffalo, *Courier*, morn. Ave., '10 Sunday, 86,737, daily, 46,284; *Enquirer*, evening, 52,278.

Buffalo, *Evening News*. Daily average for 1908, 94,033; 1909, 94,307; 1910, 94,232.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1910, 6,104.

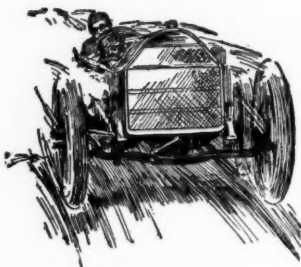




Newburgh, *Daily News*, evening. Average circulation entire year, 1909, 6,718. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

#### NEW YORK CITY

*Army and Navy Journal*. Est. 1863. Weekly average 1910, 10,822.



# FIRST

In the Automobile and  
Accessory Fields are

## THE AUTOMOBILE AND MOTOR AGE

A combined circulation of 37,000 weekly. "Motor Age," published at 1200 Michigan Ave., Chicago — "The Automobile," published at 231-241 West 39th St., New York

*Baker's Review*, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,686.

*Clipper*, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 25,903 (©©).

*The Tea and Coffee Trade Journal*. Average circulation for 12 months to January 1, 1910, 6,842; August, 1909 issue, 20,000.

*The World*. Actual average, 1910, Morning, 362,108. Evening, 411,820. Sunday, 467,664.

Poughkeepsie, *Star*, evening. Daily average year, 1909, 5,013; first six months, 1910, 5,460.

Schenectady, *Gazette*, daily. A. N. Lietz. Actual Average for 1909, 17,470; for Aug., 1910, 20,434. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, *Star*. Average July, Aug., Sept., 14,271. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

Syracuse, *Evening Herald*, daily. Herald Co., pub. Aver. 1909, daily 32,458; Sunday, 40,922.



Troy, *Record*. Av. circulation 1910, (A. M., 6,102; P. M., 17,657) 22,759. Only paper in city which has permitted A.A.A. examination, and made public thereport.

Utica, *National Electrical Contractor*, mo. Average for 1909, 2,583.

Utica, *Press*, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 16,117.

#### NORTH CAROLINA

Charlotte, *News*. Evening and Sunday. Aver., 1909, 7,946. Leads all evening papers in two Carolinas in circulation and advertising.

#### NORTH DAKOTA

Grand Forks, *Normanden*. Norwegian weekly. Actual average for 1909, 9,480.

#### OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1909: Daily, 80,338; Sunday, 103,556. For Dec., 1910, 86,594 daily; Sunday, 119,076.

Youngstown, *Vindicator*. D'y av., '09, 15,338; LaCoste & Maxwell, N. Y. & Chicago.

#### OREGON

Portland, *The Evening Telegram* is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 153 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the year of 1910 it shows a gain over 1909 of 64,861 inches, equal to 3,243 columns, or 463 pages. The foreign advertising gain was 2,435 inches and the classified 14,125 inches. Sworn average circulation for Dec., 1910, 31,311.

#### PENNSYLVANIA

Erie, *Times*, daily. 21,269 average, Dec., 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Harrisburg, *Telegraph*. Sworn average Nov., 1910, 18,392. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown, *Tribune*. Average for 12 mos. 1910, 13,228. July, 1910, 15,482. Only evening paper in Johnstown.

Philadelphia. *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Dec., 1910, 81,213; the Sunday *Press*, 168,087.

Philadelphia, *Confectioners' Journal*, mo. Average 1908, 5,817; 1909, 6,522 (©©).



"Cover Philadelphia at one cost."

The net paid daily average circulation of the

**PHILADELPHIA**

**Bulletin**

for the first eleven months of 1910 was

**244,528**

Copies a Day

**WILLIAM L. McLEAN, Pub.**  
Chicago Office,  
J. E. Verree, Steger Bldg.  
New York Office,  
Dan A. Carroll Tribune Bldg.

**Washington, Reflector and Observer, eve. and morn.** Circulation for October, 1910, 12,936.

**West Chester, Local News, daily, W. H. Hodgson, Aver. for 1909, 16,860.** In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre, Times-Leader, evening; only daily** is Luzerne County to permit A. A. A. examination this year. Examination showed 17,300 net for last six months, gain of 3,166 net in two years. **Jork, Dispatch and Daily.** Average for 1910, 14,707.

**RHODE ISLAND**

**Pawtucket, Evening Times.** Average circulation 12 mos. ending June 30, '10, 10,452—sworn. **Providence, Daily Journal.** Average for 1909, 21,866 (©©). Sunday, 23,125 (©©). **Evening Bulletin, 46,991** average 1909.

**Westerly, Daily Sun, George H. Utter, pub.** Circulates in Conn. and R. I. Cir., 1910, 8,423.

**SOUTH CAROLINA**

**Charleston, Evening Post.** Evening. Actual daily average 1909, 5,311. July, 1910, 6,964.

**Columbia, State.** Actual average for twelve months, 1910, daily (©©) and Sunday (©©) 14,682.

**TENNESSEE**

**Nashville, Banner, daily.** Average for year 1907, 36,206; for 1908, 36,054; for 1909, 40,066.

**TEXAS**

**El Paso, Herald, June, 1910, 11,602.** Only El Paso paper examined by A. A. A.

**VERMONT**

**Barre, Times, daily.** F. E. Langley. Av. 1909, 5,351. 1st 4 mos., '10, 5,718. Examined by A. A. A.

**Burlington, Free Press.** Daily average for 1910, 9,112. Largest city and State circulation. Examined by Association of Amer. Advertisers. **Montpelier, Argus, dy., av. 1909, 3,548.** Only Montpelier paper examined by the A. A. A. **St. Albans, Messenger, daily.** Average for 1909, 3,184. Examined by A. A. A.

**VIRGINIA**

**Danville, The Bee.** Aver. Nov., 1910, 4,097; Dec, 4,178. Largest circ'ation. Only eve. paper.

**WASHINGTON**

**Seattle, The Seattle Times (©©)** is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of 64,246 daily, 84,562 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,766,054 lines.

**Tacoma, Ledger.** Average year 1910, daily, 18,967. Sunday, 27,548.

**Tacoma, News.** Average for year 1910, 19,212.

**WISCONSIN**

**Janesville, Gazette.** Daily average, Dec., 1910, daily 5,642; semi-weekly, 1,810.

**Madison, State Journal, daily.** Actual average for Jan., 1910, 6,960.

**Milwaukee, The Evening Wisconsin, daily.** Average daily circulation for 1910, 41,897. Average daily gain over 1909, 4,775. The *Evening Wisconsin* is pre-eminently the Home Paper of Milwaukee. Rigid Circulation Examination completed by Association of American Advertisers Oct. 3rd, 1910. Chas. H. Eddy, Foreign Rep., 1 Madison Avenue, New York, 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

**Milwaukee, The Milwaukee Journal, (eve.)** Daily circulation for 12 mos., 62,943. Flat rate 7c. per line. The *Journal* goes to over 60% of Milwaukee homes. D. C. Bertolot, Mgr. Foreign, 1101-10 Boyce Bldg. Chicago; J. F. Antisdal, 366 Fifth Avenue, N. Y. City.

**Oshkosh, Northwestern, daily.** Average for year 1910, 10,052. Examined by A. A. A.

**Racine, Daily Journal.** Dec., 1910, circulation, 8,517. Statement filed with A. A. A.



**THE WISCONSIN AGRICULTURIST**

**Racine, Wis., Established, 1877.** Actual weekly average for year ended Dec. 31, 1909, 60,886. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

**WYOMING**

**Cheyenne, Tribune.** Actual net average year, 1909, daily, 5,125; semi-weekly, 4,994.

**MANITOBA, CAN.**

**Winnipeg, Free Press, daily and weekly.** Av. average for 1909, daily, 40,390; daily Nov., 1910, 49,285; weekly 1909, 27,050; Nov., 1910, 25,005. **Winnipeg, Der Nordwesten.** Canada's National German weekly. Av. 1909, 18,162. Rates 56c. in **Winnipeg, Telegram, dy. av. Nov., '10, 34,392,** (Saturday av., 37,637). Farmers' Weekly, same period, 30,000.

**QUEBEC, CAN.**

**Montreal, La Presse.** Daily average for November 1910, 101,139. Largest in Canada



# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## CONNECTICUT

**NEW HAVEN Register.** Leading want ad medium of State. Rate 1c. a word.

## DISTRICT OF COLUMBIA

**THE Evening and Sunday Star,** Washington, D. C. (☉☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

## ILLINOIS

**THE Chicago Examiner** with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

**THE Indianapolis Star** is the leading "Want Ad" Medium of the State. Only Sunday paper. Rate 1 cent per word. **THE INDIANAPOLIS STAR,** Indianapolis, Ind.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

**THE Boston Evening Transcript** is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.

**THE Boston Globe,** daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.

## MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

**CIRCULATIN** **THE Tribune** is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the 11 months, ended Dec. 1, 1910, 2,344,188 lines of classified advertising. Rates: 1 cent a word, cash with order;—or 10 cents a line, where charged—daily or Sunday.



by Printers' Ink Pub. Co.



**THE Minneapolis Journal,** daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Dec., 1910, amounted to 147,980 lines; the number of individual ads published were 18,670. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

**THE Joplin Globe** carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

**THE Anaconda Standard,** Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

## NEW YORK

**THE Albany Evening Journal,** Eastern N.Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

**THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

**THE Oklahoman,** Okla. City, 36,067. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.



# (OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Daily average, September, 1910, 51,792 (OO).

## GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia

## ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (OO). Actual average circulation for 1909-10, 16,902.

## KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

## MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,598 (OO); 7.44% increase daily over last year.

## MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1800. The only gold mark daily in Boston.

Boston, Textile World Record (OO). The oldest and most influential textile mill journal. Worcester L'Opinion Publique (OO). Only French paper among 75,000 French population.

## MINNESOTA

The Minneapolis Journal (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

## NEW YORK

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,771 weekly. MCGRAW PUBLISHING CO.

**Engineering News (OO). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.**

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (OO). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 265 Broadway, New York City.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York.

"The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."

—Printers' Ink.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York Times (OO) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

## OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (OO), established 1851. The great newspaper of the Pacific Northwest.

## PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Dec., 1910, sworn net average, Daily, 81,213; Sunday, 168,087.

## THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence Journal (OO), a conservative enterprising newspaper without a single rival.

## SOUTH CAROLINA

The State (OO), Columbia, S. C. Highest quality, largest circulation in South Carolina.

## TENNESSEE

The Memphis Commercial Appeal (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial Appeal passes both quality and quantity tests. Daily, over 82,000; Sunday, over 80,000; weekly, over 83,000.

## WASHINGTON

The Seattle Times (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

## CANADA

The Halifax Herald (OO) and The Evening Mail. Circulation 18,768. Flat rate.

## Business Going Out

Old Dominion Cement and Lime is being advertised in leading farm journals and county weeklies South—six and one-half inch d.c. ads being used—through the services of the Freeman Advertising Agency, Richmond, Va.

A. Wrenn & Sons, Inc., Norfolk, Va. manufacturers of buggies, are sending out copy through the Freeman Agency, of Richmond, Va., to farm journals.

Renewals of the Eskay Food business are now going out through the Herbert M. Morris Agency, of Philadelphia, for the fifth consecutive year.

Large copy is appearing in a list of New England dailies for the advertising of the National Cash Register Company. This is in connection with their Storekeepers' System Convention.

The Dunlap-Ward Advertising Company, Chicago, is sending out orders to a large list of agricultural and weekly papers for the advertising of the Channing Piano.

Full pages for Melville Clark Piano Company, the Apollo Player Piano, are going out to standard magazines from the Dunlap-Ward Agency, Chicago.

The advertising campaign of Benjamin & Johns, manufacturers of La Walohn Corsette and other high-grade brassieres, is being handled by Heller-Barnham.

The industrial departments of the Norfolk & Western Railway, Roanoke, Va., and Seaboard Air Line Railway, Norfolk, Va., are using additional farm journals in the West through the Freeman Advertising Agency, Richmond, Va.

Orders for the H. K. Mulford Company, manufacturing chemists, advertising, which is being handled by the F. Wallis Armstrong Company for the third year, are going to a selected list of medical journals throughout the United States and Canada.

The Nebane Bedding Company, Nebane, N. C., will shortly begin a twelve-months' campaign advertising their mattresses and springs—ten to twenty-inch copy to run three times a week in leading Southern papers. Contracts are being sent out through the Freeman Agency, of Richmond, Va.

The Massengale Agency is placing twelve-inch copy for Amzi-Godden Company, of Birmingham, Ala., in the Southern agricultural papers.

Schofield Iron Works, of Macon, Ga., is using Southern country weeklies through the Massengale Agency, Atlanta, Ga.

The Merchants and Manufacturers' Association, of Lynchburg, Va., is sending out seventy-inch ads through the Freeman Agency, Richmond, Va., to run in leading Southern dailies three times—to be followed up with quarter pages.

Heller-Barnham will place the advertising of Thomas Cort Shoes in a selected list of high-class publications. Cort Shoes are among the highest grade shoes made, selling from \$8 to \$15 a pair.

The Oaks Manufacturing Company, of Newbern, N. C., is using leading farm journals throughout the South to sell their cotton and corn planters. This business is being placed through the Freeman Advertising Agency, Richmond, Va.

Eighteen-inch copy is being placed for ten insertions for the Morris Fertilizer Company, of Atlanta, Ga., in a list of about 150 country weeklies in the South. The Massengale Agency, of Atlanta, is handling the business.

Renewals for the spring magazine and newspaper campaign of the Spencer Heater Company, Scranton, Pa., are now going out through the Herbert M. Morris Agency, Philadelphia.

The Haynes Automobile account is being handled by the Dunlap-Ward Advertising Company, Chicago, starting with February publications.

One thousand-inch contracts are being placed with Southern dailies and weeklies for the Bowden Lithia Water Company, of Atlanta, Ga., by the Massengale Agency, Atlanta, Ga.

The Virginia Blower & Heater Company, Richmond, Va., is using farm journals throughout the United States advertising a patented harrow—fourty-two-line space is being sent out through the Freeman Agency, Richmond, Va.

Five hundred-inch contracts are being made with the Southern daily newspapers for the St. George Island Club, St. George Island, Fla. The Massengale Agency is handling the business.

Three-inch copy is going to Georgia country weeklies for Call-Watt Company, of Richmond, Va., from the Massengale Agency, Atlanta, Ga.

A few agricultural mediums are being used by A. E. Eastman, Manchester, N. H., advertising chicken brooders. The business is placed with the J. Walter Thompson Company.

Agricultural and general mediums are being used by W. F. Young, Springfield, Mass., for Absorbine. Contracts are going out through the Powning Agency, New Haven, Conn.

The Gorham Company, Providence, R. I., is adding a few magazines to its list and contracts are being placed by the Morse International Agency.

The United Fast Color Eyelet Company is planning to use a list of women's publications for their 1911 advertising. The account is handled by the P. F. O'Keefe Agency, Carney Bldg., Boston.

Plans for the advertising of the Walter M. Lowney Company, manufacturers of Lowney's Chocolate and Cocoa, are being considered. Newspapers and magazines with large circulation will be used. The business will be placed by the Walter C. Lewis Agency, Equitable Bldg., Boston.

The New England newspaper list for the advertising of the Pippin Cigars is being made up and contracts will go through the H. B. Humphrey Company, Boston.

The Boston News Bureau is placing the financial advertising of William A. Read in daily newspapers.

The Cowen Company, John Hancock Bldg., Boston, is using general mediums for the advertising of B. F. Sturtevant Company, Hyde Park, Mass.

C. H. Fryer, Providence, R. I., is using mail-order papers for the advertising of Caroline Osgood. A cure for superfluous hair is being advertised.

Mr. Harrison, of the Blake Allen Company, Boston, is making up a list of magazines for the advertising of their Kushion Komfort Shoes. Classified departments will probably be used.

A list for the 1911 spring campaign on his Dustless Duster is to be made up by Mr. Howard within a few days. The firm name is the Howard Dustless Duster Company, Boston, and women's publications are given order direct.

Mr. Gordon, of the Wadsworth Howland Company, is making up a list for their 1911 advertising. The business is handled by the Walton Advertising and Printing Company, Boston.

The Potter Drug & Chemical Company, Boston, manufacturers of Cuticura soaps and remedies, is sending out renewals to newspapers for this year's advertising.

Moore Bros., Commission Merchants, 10 Pearl street, Boston, are asking for rates from New England papers.

The spring campaign of J. L. Des Lauries, a fob manufacturer, is to start about March 1st. This account is handled by Mr. Putnam, of the Wood, Putnam & Wood Agency, Boston.

Fourteen-line copy for M. I. Branch, Watermelon Seed, is being sent to Southern agricultural papers throughout the South, by the Massengale Advertising Agency.

The advertising of the West Electric Hair Curlers, manufactured by the West Electric Hair Curler Company, of Philadelphia, is now handled by the Coupe & Wilcox Company, and will appear in a large list of the leading women's fashion publications.

The advertising of Eppo Petticoats, manufactured by William Epstein & Bro., of New York, to both consumer and trade, is now being planned, prepared and placed by the Coupe & Wilcox Agency.

Norfolk Silk Company, manufacturers of "Peau de Crepe" dress silk and "Peau de Crepe" silk shirtings for both men and women, is the latest addition to the list of national textile advertisers. The Coupe & Wilcox Agency is planning and handling all the advertising, both to consumer and the trade.

Orders for 1911 magazine advertising of R & S quality dress silks, manufactured by Reiling & Schoen, of New York, are now going out as usual through the Coupe & Wilcox Agency.

The advertising of the Magic Hair Curler Company, of Philadelphia, will, hereafter, be handled by the Coupe & Wilcox Agency.

The schedule for 1911 advertising of the Thermos Bottle, manufactured by the American Thermos Bottle Company, of New York, for both consumer and trade work, are now being prepared by the Coupe & Wilcox Agency. A large list of leading monthly and weekly magazines, leading women's magazines, class and trade journals, also some metropolitan newspapers, are to be used.

Schedules are now being made up for the spring and summer advertising for Atco Binoculars, manufactured by American Thermo Ware Company, by the Coupe & Wilcox Agency, who handle the account this year as usual.

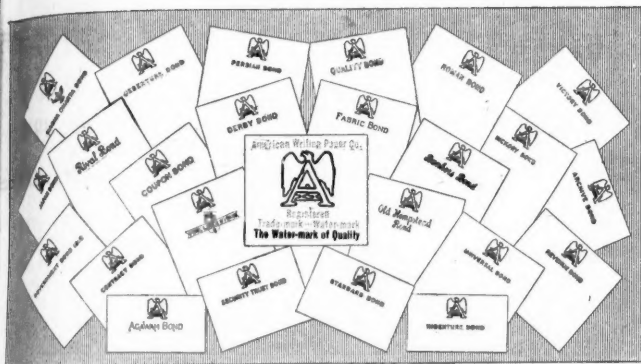
The Siegfried Company, of New York, will handle the following new business during the coming months: A newspaper and magazine account for the Cobalt Reduction & Refining Company, Ltd., of Montreal, Canada, for a new smelting process; a \$60,000 appropriation for the To-Kalon Manufacturing Company, of Syracuse, N. Y., manufacturers of toilet specialties, etc., for newspapers and magazines; for the Neponset Realty Company, of New York, a \$30,000 appropriation to advertise their \$4,000,000 property located west of Rockaway Park; S. M. Bard Securities Company, New York, bonds; Henry C. Squires Sons, New York, sporting goods; and the North River Savings Bank.

# Table of Contents

## PRINTERS' INK

January 26, 1911

Why 1911 Should Be a Good Year for Advertising.....	<i>F. W. Ayer</i> Of N. W. Ayer & Son	
Building a Sales Organization.....	<i>Robert A. Holmes</i> Sales Manager, Crofut-Knapp Company, Norwalk, Conn.	
Why Only Forty Per Cent of Letters Are Read.....	<i>A. E. Hodge</i> Advertising Manager, The Beech-nut Packing Company	
An Advertising Manager's Complaint Against Too Eager Solicitors.....		
The Relation of the Railroad to Community Advertising.....	<i>Howard Elliott</i> President, Northern Pacific Railway	
Organizing a City for Sound Development.....	<i>Will J. Dobyns</i> Secretary, Indianapolis Trade Association	
An Advertiser's Propaganda Against Postal Tax.....	<i>H. C. Goodwin</i> Advertising Manager, E. Kirstein Sons Co., Rochester, N. Y.	
Building Up Farm Dealer Distribution for Underwear.....		
Getting a Slogan by Contest.....	<i>Roy B. Simpson</i> Manager, Advertising and Sales, Keller Mfg. Co., Philadelphia	
Why Richmond Sales Company Advertising Decision Is Wrong.....	<i>Arthur Liebes</i> Of the Homer W. Hedge Company, Inc., New York	
Some Newspaper Rate Statistics .....		
The Growing Purchasing-Power of Farmers.....		
Why Parcels Post Would Benefit Advertisers.....		
Guessing Trade-Marks and Their Meanings.....		
What Is Good Advertising of Advertising.....	<i>W. J. Healy</i> Of <i>La Presse</i> , Montreal, P. Q.	
Imitating Type Style and Unfair Competition.....		
The Development of Consumer-Individuality.....		
Fact-Promotion Instead of Generalities.....	<i>Frederick Pierce</i> Formerly Publicity Director, <i>Collier's Weekly</i>	
Creative Advertising for Employment Agency.....		
The Increasing Western Canadian Market.....	<i>Alf. W. Breuninger</i>	
The Farm Paper Advertising Evolution.....	<i>H. Willson Ingram</i>	
Unintelligent Domination in Advertising Campaigning.....	<i>Howard P. Rockey</i>	
The Duel for the Panama Exposition Prize.....		
Editorials .....		
The Cement Advance and Other Industries—More Scientific Distribution Study		
—Co-Operative Development of Confidence—State Trade-Mark Abuses—Adver-		
tising on Postage Stamps.		
System at the Selling End.....	<i>C. W. Hurd</i>	
Infant Mortality and Conflicting Advertising Foods.....	<i>C. R. Lippmann</i>	
The Little Schoolmaster's Classroom.....		
Business Going Out.....		



## Papers Born of Necessity

**EVERY** "Eagle A" Water-marked Bond Paper is a paper with a reason—each was born of necessity—the necessity of having a paper which in quality, color and finish would best adapt itself to the needs of each individual user.

There is an "Eagle A" Bond Paper for the man who wants one million circulars and who figures the cost first; as well as a paper of distinctive character and exclusiveness, for the man who orders one thousand letter-heads and who considers quality first and cost last.

"Eagle A" Bond Papers are not of one grade. They're of thirty-four grades. They are not for one use. They are for every use. But they are all of 100% value, whether it be a paper on which to address a bank president, or to write a memorandum to the office-boy.

To make each one of the 34 Bond Papers a Quality plus Paper—to give to each a distinctive character and quality, color and finish—to Trade-mark the whole with the Water-mark of the "Eagle A"—and to place them within the reach of every paper-user, is a condition made possible only by twenty-nine mills, each making papers of necessity, but all united for the economic production and marketing of each particular grade.

There are always things the quality and elegance of which place them above the average—out of the ordinary, and the use of which lends prestige and added influence.

There are always people desirous of associating themselves with these things—the best of everything; appreciative people to whom quality in all things is paramount. To such



### COUPON BOND

(Fac-Simile Water-Mark)

**The De Luxe Business Paper** makes a strong appeal by its tone of character and refinement, its supreme quality and individuality.

COUPON BOND is the consummate "Eagle A" Bond Paper made for those desiring the maximum of quality in business correspondence paper.

May we send you the portfolio COUPON BOND specimen business forms? It will demonstrate how COUPON BOND may best serve your need.

Look for the "Eagle A" Water-mark  
It's a good habit



Registered  
Trade-mark  
Water-mark

Your Printer or Lithographer handles "Eagle A" Bond Papers. Ask him to show you samples. May we suggest an "Eagle A" Paper that would be best adapted to your needs?

**AMERICAN WRITING PAPER CO.**

23 Main Street (29 Mills) Holyoke, Mass.



Registered  
Trade-mark  
Water-mark

**MUCH** of the advertising now being done in Canada by United States advertisers is not meeting with the success it could easily achieve if done through an organization that *knows* Canada thoroughly.

**YOU** know that a Canadian Branch or a Canadian Agency is necessary to take care of sales and distribution. For the same

**Some Advertising  
We Handle**

Sunlight Soap  
Fry's Cocoa  
Pianola  
Force  
Victor Gram-o-phone  
"Black and White" Whiskey  
National Cash Registers  
Waltham Watches  
Sun Fire Insurance  
B. D. V. Tobaccos  
Everitt "50"  
Coate's Plymouth Gin  
Vapo-Cresolene  
Canada Life Assurance  
Burnett's Fabrics  
Vesial Olive Oil  
Regal Lager  
Convito Port  
Northern Electric Rural Telephones  
Hine's Brandy  
Wire & Cable Company  
Melotte Cream Separator  
Fiedler People of Oshawa  
"Magi" Mineral Water  
W. G. & R. Collars and Shirts  
Rogers' Coal  
Mason & Risch Pianos  
B. & K. Oats  
Vinolia  
M. L. Palmis  
Tudhope's Orillia  
Truro Condensed Milk Co.  
Crompton Corsets  
"Ideal" Metal Beds  
Polo Polishers  
Paterson's Cough Drops  
Century Salt  
Premier Separators  
Dominion Organs and Pianos  
City Dairy  
Peerless Incubators  
Vickar's London Dry Gin  
Floorglaze  
Dodge Mfg. Co.  
Munyon's Remedies  
Wakefield Hats  
Queen Quality Silk  
Page Wire Fences  
Manson Campbell Co.  
Canadian General Electric Co.  
Belanger's Plows  
Semi Ready Clothing  
Capitol Farm Implements  
Rogers—the Cement Man  
McDougall's Pumps  
Drummond Dairy Supplies  
Cockshutt Plow Co.  
Cavershill's Barley Flakes  
Lifebury Soap  
St. Charles Cream

reasons a Canadian agent should handle whatever advertising you do in Canada.

**YOUR** plans should be mapped out in Canada by experienced men; you should have a reliable organization to inform, advise and look after your interests.

**IF** there is anything **YOU** would like to know about advertising in Canada, write

**J. J. GIBBONS Limited**

**CANADIAN ADVERTISING**

*Newspaper, Trade Paper and all Outdoor Advertising*

**TORONTO**

**CANADA**

**MONTREAL**

Cable Address: "Gibjay," Toronto

Cable: A. B. C., 5th Edition